

Exclusive
Associated
Press ServicesLAST
Edition

VOL. LXXIV. WEATHER—

Oakland and vicinity: Rain tonight and Thursday; light south winds.

OAKLAND, CALIFORNIA, WEDNESDAY EVENING, JANUARY 25, 1911.

18 PAGES

NO. 158

Oakland Tribune.

Charcoal Fumes Kill Four

HOUSE TO
END FIGHT
FOR FAIR
TUESDAYPRETTY GIRL IS
ARRESTED AS
HORSETHIEF
INSURANCE
MAN CUTS
THROATMasquerader Jailed at Auburn,
Blamed for Theft From
Oakland Stable.Attired as Society Woman She
Works Clever Game in
Many Cities.C. M. T. Parker Found Dying
on Floor of Room in
Early MorningMystery Shrouds Deed and No
Light Is Thrown on
Reason for ActA girl horsethief, who is believed by
the police to have victimized livery stables in half a dozen cities of California
by masquerading as a young society
woman, has been captured at Auburn,
Placer county, and will probably be turned over to the Oakland authorities.
She is accused of having stolen brown
horses from Miss Beatrice Graham's riding
stable at 225 Telegraph avenue, last Saturday,
which she afterward sold to Frank
J. Simond, a Berkeley livery stableman.
The mare was recovered.The girl operated in a daring and clever
manner. Handsomely gowned as a young
horsewoman, she would appear at some
select riding school, select a mount and
ride away, after giving a fictitious address.
She would then ride to a livery
stable and after telling a pathetic story
of being forced by financial troubles to
give up her private riding horse, would
drive a good bargain for the animal,
drive ownership, and give a fictitious bill
of sale.

DESCRIBED AS YOUNG.

The girl, who is described as being
but 16 years of age, is peculiarly fitted
to carry out her "game" in a successful
manner. Petite and pretty, well gowned
and of cultured speech and deportment in
manner, she impresses the owner of a
stable and riding schools with her good
faith and honesty and no doubt is entreated
but she is a resident of the neighborhood.
She wears a brown riding
habit, pattern leather riding boots,
and rides side-saddle perfectly.When arrested by the sheriff of Placer
county she at first refused to give any
account of herself and told several conflicting
stories. She denied having victimized
Miss Graham in Oakland and
Frank Simond, but according to a de-
scription recently by Captain of Detectives
Walter J. Peterson, he says there is
little doubt but that the girl is the
clever woman horsethief who has been
operating around the bay.

HOME LIFE HAPPY.

Parker, who has been for many years
manager of the Massachusetts Life Insurance
Company, with offices in the
Monadnock building, in San Francisco,
was recognized as a successful business
man, and was happy in his home life, ac-
cording to his friends. He had not been
in ill health, and was apparently in a
cheerful frame of mind last night.
The suicide was committed in the
private residence in Fruitvale in which
he had lived for the past 15 years. Parker
had a brother, 72, who died this morning
and without saying anything to his wife,
whom he believed to be asleep, stole
quietly to the bathroom. Mrs. Parker
was half dozing at the time, and the
sound of the body falling to the floor
aroused her, and sent her running to the
scene of the tragedy.She found her husband lying on the
floor, with the razor beside him. Hardly
able to retain consciousness, she ran cry-
ing to her neighbors, fainting away im-
mediately the husband told the news.

NO MESSAGE FOUND.

A search was made but so far no
message was found throwing light
on the reason for suicide. An investigation
will be made into Parker's ac-
counts with his company, but according
to his friends he was a trusted
agent. He was high in financial circles.
He was 49 years of age and a native of Massach-
u-setts.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.

FINANCES ALL RIGHT.

SAN FRANCISCO, Jan. 25.—At Mr.
Parker's office there is no reason for
his death, he will be here, according
to the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night.The remains have been removed to the
Fruitvale branch morgue, where an in-
quest will be held. Parker's suicide
was the fourth in the week. He was
the authorities, the others being Mrs.
Mary Swanson, whose body was found
in a rented house in Eighty-eighth avenue,
an unknown man who hanged himself
in a lonely tankhouse near Seventy-
third avenue on the boulevard, and Mrs.
Josie McCoy, who swallowed permanent
pills of poison in the Baldwin Hotel
in Eightieth street last night

JOURNAL OF EQUAL AMENDMENT ELECTION

Caminetti Introduces Bill Looking to Submission of Laws to People.

SACRAMENTO, Jan. 25.—A special selection to consider amendments which may be passed by the legislature is provided in a bill introduced today by Senator Caminetti in the upper house. The state left blank in the bill as introduced.

Administrators are known to favor a bill of this sort, and Governor Johnson also is in a position to support the bill when it is introduced and without reference to it said he considered it an idea a good one.

"The amendments now pending are of sufficient weight to justify a special election," he said.

The waters under the earth are made the subject of legislation in a bill offered by Senator Estudillo whose bill provides that owners of artesian wells and other underground water supplies must keep them shut off when not in need of use.

BILLS INTRODUCED

Among other measures introduced were:

Making telegraph companies liable for errors and delays in transmission of messages by Birdsall.

Limiting to twenty-five years the time for which water supplies may be appropriated for the use of power companies.

Providing that unless an error in a trial record is held to have caused a miscarriage of justice, shall not be ground for granting a reversal of judgment or a new trial—Gates.

TO REPEAL AMENDMENT

Repealing Senate constitutional amendment No. 1 approved at the fall elections—Hurd.

Appropriation bills for the Southern California State Hospital were introduced by Senator Avey.

Reconsideration of the vote on Senator Roseberry's bill providing for an equal number of permanent challengers for the state and the defense was made special order for tomorrow at 1 p.m.

Senate Bell's constitutional amendment giving women equal suffrage rights was made special order to follow the Roseberry bill.

IN THE HOUSE

Assemblyman Rutherford's bill declaring the banks of innavigable streams highways for fishing was passed by the House this morning by a vote of 68 to 3. The bill provides that Board of Supervisors may by the right of eminent domain condemn a stream for fishing if the banks of all navigable streams in any county for fishing. Assemblyman Marsh Schmitt Coates Rutherford and Bill S. Brown in favor of the bill. It was proposed by Assemblyman Brown.

The administration record bill introduced in the House by Senator Gates was introduced in the House by Assemblyman Clark of Oakland with a change providing for the election of the successor to the official record by a plurality of all the electors instead of a plurality as fixed in the Senate bill.

CONTROL OF COURTS

Assemblyman Bohnet introduced a constitutional amendment placing the control of inferior courts in the legislative branch of the state. The bill is to constitutional problems. Bohnet's bill makes the other judiciary. The bill is introduced as an amendment to the Justice Court system in cities.

A constitutional amendment to a bill were introduced by Assemblyman Clark to remove constitutional and statutory prohibitions now interfering with the 25-year limit clause of the constitution measure. Another measure introduced in both houses provides for the creation of a conservation commission of five members to be appointed by the Governor to serve at his pleasure without pay. The duties of the commission will be to make exhaustives studies of forest, water-power, electric, mining, all subjects connected with conservation.

Assemblyman Sullivan proposed a referring question of the constitution to the voters within two years after the claims are made.

THE SORROW OF FRIENDS

Charles S. Melvin Funeral Services Be-speak the High Esteem With Which He Was Regarded

Banked high around the casket containing the remains of Charles S. Melvin, brother of Supreme Justice Henry Melvin, at a local undertaking parlor this afternoon were floral tributes from friends of many years' standing who mourned his sudden death at Roosevelt Hospital in Berkeley Monday evening.

A large number of friends were present at the religious services conducted by Rev. Leon L. Loupboor, pastor of the Eighth Avenue Methodist church of Oakland. The last rites were extremely impressive, though brief.

MUSICAL SELECTIONS

Mrs. Edith Hibbard soprano and Miss Mabel Gray contralto sang "Abide With Me," and by request "The Christian's Goodnight." Miss Margaret Bradley presided at the organ. The pall-bearers were Harwood E. Swales, George J. B. Mason N. A. Koser, William Ireland, E. M. Hall and J. C. Lewis.

EULOGY BY CLERGYMAN

Marked in its simplicity and for its words of consolation to the bereaved, the eulogy was the selection pronounced by the Rev. Leon L. Loupboor.

He stated that the deceased had joined the First Congregational church on the first Sunday that the parish moved into the edifice at Twelfth and Clay streets. He said:

"The Christian life of Charles Melvin commenced while he was a member of the Glee Club of Lafayette College. He was a man whose life was given up to the best things available and whose home life was particularly the most beautiful thing about his character. He was quiet in his manner yet sincere in everything he undertook and his faith was to every cause and especially that of Christianity was a marked characteristic."

AT THE CEMETERY

Following the simple and affecting services the funeral cortège proceeded to Mount's View cemetery with the management of which Mr. Melvin was closely connected as secretary of the cemetery's association and there also a short service was held. At the request of the minister read with touching effect Tennyson's last poem, "Crossing the Bar." After a prayer the body was placed in a vault to await interment.

MANY FLORAL TRIBUTES

The flowers which surrounded the casket and lined the walls of the room and the undertaker's establishment were of rare beauty and profusion. The many friends who have known the Melvin family for years, as well as those of more recent acquaintance, sent floral tributes of every description from the simple handful of violet to the magnificent spray six feet high of every variety of seasonal and delicate bloom which was sent by the employees of the Mountain View Cemetery Association. Many friends also sent flowers to the house of repose to express sympathy for the bereaved family.

Following are some of the friends whose flowers made fair the parlors in which the last services were held:

Mr. and Mrs. William Leach—Spray of carnations and stand of pink white carnations and white chrysanthemums.

Miss F. M. Harvey—Wreath of pale pink carnations on stand.

Mr. and Mrs. Asa L. White—Spray of carnations.

Members and leader of the Leech orchestra—Spray of Eastern lilies and pink carnations on stand.

Mr. and Mrs. Eugene Henry Leures—White sweet peas and sweet pea.

Mr. and Mrs. C. Harvey Mrs. A. Miller and Miss Margaret Miller—White carnations.

Mr. and Mrs. Fred A. Carlick Spray of pink carnations.

Friends of the accounting department of the Royal Syndicate—Wreath of lichen hair fair and pink roses.

Mrs. Fred I. Stevens—White carnations.

Mr. and Mrs. Harry Melvin—White carnations.

Alvaro Club—Wreath of pink carnations.

The lodger who discovered the woman had quelled the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

The woman had known McCullough for over a year and had been living with him in this city up until a month ago, when she went to Hanford by her own wish.

McCullough had the loud voices during the quarrel and was therefore on the alert. He heard the room door close and then heard a low long-drawn sigh and the sound as of some one slipping to the floor. Upon opening the door he saw the woman lying on the floor with her hands at her throat and her lips already blistered and blackened by the poison. The police were notified and brought the ambulance.

Extra' Pants Free'

ON THE POINT

With
Every Suit
This Week

"Just to keep our tailors busy."

**Suit or Overcoat
\$30 Values
TO ORDER**

No \$16 No
More Less

CONCAVE SHOULDERS, CLOSE-FITTING COL-
LARS AND NEVER-BREAK FRONTS
WE SELL DIRECT FROM MILLS AND
CUT OUT THREE MIDDLE PROFITS

**ENGLISH WOOLEN
MILLS, Ltd.**

WORLD'S LARGEST TAILORS
Beware of Imitators—Our ONLY STORE
in the Bay Cities is on the
10th Floor of the Phelan Bldg., S. F.

OPEN NIGHTS

1000 FEET OF TAPE

</

TO BE PROBLEM GOVERNMENT, PLAN

BOARD ILLEGAL

Perplexing Questions Turn Up at Hearing on Proposed Measure.

SACRAMENTO, Jan. 25.—Several perplexing questions as to the operation of the proposed senate bill No. 13, by which revenue and taxation will be governed, were raised at a meeting of the senate committee on revenue and taxation yesterday.

State Controller Nyu called attention to the secrecy clause of the proposed act forbidding members of the state board from revealing their information obtained in preparing their duties prescribed by the proposed law, and declared that there should be no exception made in regard to quasi-public corporations, such as the railroads, so that a reasonable amount of publicity could be had.

CONFLICT ON PAYMENTS.

Several questions also were raised by Senator Thompson, which he said would probably come up on the floor of the senate when the bill is reported back. He suggested that there was a conflict between the bill and the constitutional provision that taxes on real estate could be paid in two installments.

He also pointed out a conflict between the bill and senate constitutional amendment No. 2, which provides that while the amendment provided for the deduction of certain taxes before being forwarded to the state, the bill provides that the compensation mentioned in the second section of the bill shall pay to the state the full amount without deduction for taxes to pay the principal or interest on local bonded indebtedness of previous years.

From this provision and from the fact that the rate to be levied on property by county supervisors cannot be ascertained until the first Monday in September, Senator Thompson feared that many cities and school districts which may not have sufficient funds with which to pay the principal and interest on bonded indebtedness due before the rebate from the state is made.

SURE TO REACH COURTS.

The mooted question of the cessation of waterworks and ditches and flumes used partly for irrigation and partly for the generation of power was discussed vigorously by Senator Caminetti, Assessor Clarence Jarvis of Amador and Assessor M. D. Lack of Shasta county.

Jere Burke, tax agent of the Southern Pacific, appeared for the proposed amendment to the bill, pending in committee, providing that for yachts, steamboats, car floats, wharves, piers, machine shops, signal systems and fences should be included in the term "operative property," such property being assessable under the changed system by the state alone.

At the conclusion of the meeting, the statement was made by several

Assemblyman Smith Considers Bill Providing Home Rule.

SACRAMENTO, Jan. 25.—Assemblyman F. M. Smith of Oakland is considering a bill similar to one which was introduced in the house at the last session by Drew of Fresno, providing for a government which will enable counties to be independent of enactments by the state so far as their own affairs are concerned.

There is some similarity between the proposed measure and that which has already been introduced in the senate by Senator Caminetti which, among other things, provides for a county charter.

The idea of Smith is to enable the inhabitants of any county to frame a county government act consistent and subject to the constitution and laws of the state by causing a board of freeholders to be elected.

Smith said that qualified voters

of the county for five years and, within 90 days after their election shall frame a county government act for such county.

Stitt Wilson, candidate for Governor on the Socialist ticket at the last campaign, was a visitor to the capitol today. He says that there is a constant accession to the Socialist ranks, hundreds and thousands being the numbers.

He is of the opinion that there was never such an increase experienced in any party after an election. He says there is every reason to believe that the increase will continue until the next election when there will be a first class chance for the election of a number of Socialists.

In the discussion which took place in the senate yesterday in the matter of allowing the women of the state to vote at an election to be held on the day of the general election for the purpose of showing whether or not they desire to be allowed the right of suffrage, none of the senators from Alameda county took part.

During the greater part of the consideration, Senator Stetson was in conference with a number of railroad men discussing the features of the proposed railroad bill which has been introduced as one of the administration measures. He came back to the senate just about the time before the vote was taken and with Senator Tyrrell, voted in favor of the proposition while Senators Strobridge and Hans voted in the negative.

ANTI-CIGARETTE BILL

AGAIN IN ASSEMBLY

SACRAMENTO, Jan. 25.—Another anti-cigarette bill was introduced by Assemblyman C. C. Young of Berkeley and makes it a misdemeanor to furnish any one under 18 years with any tobacco, snuff or cigarette, the maximum \$200 and there may be imprisonment for a term up to six months. Every dealer must also post a copy of the law.

that the bill, in any form, would eventually reach the courts for decision on disputed points.

Attorney General Webb Puts a Crimp in Plans for Dept. of State.

SACRAMENTO, Jan. 25.—The legislature can not create a department of highways apart from the department of engineering, to take charge of the \$18,000,000 bond issue for the construction of a State system of roads.

Such was in substance the opinion which Attorney General U. S. Webb gave the assembly committee on roads and highways yesterday. The bill, as it stands, would nullify the intent of the bills by Assemblyman W. F. Chandler and Harry Postley and Senator Lee Gates and others, which would take out of the hands of the state the power to act on behalf of, if not altogether, the handling of the funds and the directing of the big enterprise.

WOULD HAVE TO REPEAL ACT.

The attorney general pointed out first that the act providing for the bond issue was an unusual one and could not be passed by the legislature unless it had been approved by the people at a general election. The only power the legislature has in the matter is to repeal the act before any indebtedness is incurred. The bill, however, seems to be no desire to repeal the act.

Webb explained that the legislature could not give the engineering department the handling of the road system, because the building sets forth specifically that the work must be in the hands of the department of engineering.

He held that the legislature should pass a law supplementary to the bill, which will contain details in machinery of the measure, but that it could not abrogate a feature of the law.

He suggested, however, a way in which to destroy the part in which the act vested.

Some sort of subcommittee for the state department of engineering could be provided on the advisory board to the department could be increased so as to give the members an opportunity of naming a sufficient number of men of ability commensurate with the great task ahead of the department.

Members of the children's welfare league and representatives of the clubs of the city were invited to attend the illustrated lecture to be given this evening in Common Assembly Hall, Eleventh and Grove streets, where Dr. Henry S. Curtis, former secretary of the Playground Association of America, will lecture upon "The Playground Movement and Its Significance."

The address is under the auspices of the Ebell, Ione and Oakland clubs.

During the past month Dr. Curtis has been with the playgrounds of Alameda county and San Francisco and gave many valuable suggestions as to how to improve the condition of the playgrounds.

He has been entreated by the playground workers that he would write his book.

Dr. Curtis was educated at Olivet college, Michigan, Yale and Clark universities, where he made a careful study of the playground movement. During three summers he was an assistant director of the general director of the playgrounds of New York City. He passed one summer studying the playgrounds of Germany and England.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

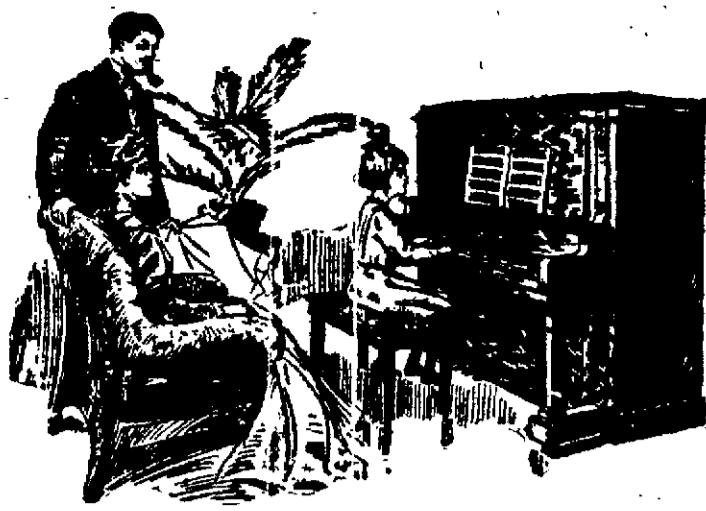
The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.

He was for four years supervisor of the playgrounds in the District of Columbia.

In 1906, with the assistance of Dr. Curtis, he organized the Playground Association of America, of which he was secretary for three years, and afterwards second vice-president and secretary of committees on a normal course in play.

The power of the board in enforcing the laws is also increased.

The law against preparing or selling adulterated drugs is made more stringent as is also the law controlling the sale of cocaine, opium, morphine and other drugs.



Get your piano in this great Clearance Sale

Every used piano in the store must be sold now and reductions have been made with that end in view. You can buy good used pianos for as little as \$84. Good, new pianos for \$135 and so on.

You can get such makes as Weber, Knabe, Steinway, Chickering, Fischer, Emerson, Harrington, Kimball, Stuyvesant, A. B. Chase, Pianola Piano, and almost any other good make.

This is the Greatest Clearance Sale Ever Held in Oakland.

Terms as Low as \$6 Monthly

KOHLER & CHASE

1015 Broadway, Oakland.

CONTRACTORS
SEEK PAYMENT

BOARD OF WORKS
ENDORSES BILLS

Hansbrough Bros. Ask Board of Works to Amend Quay Wall Contract.

The idea of the contracting firm of Hansbrough Bros. to have the contract and specifications under which the company is putting in 2000 feet of quay wall on First street on the estuary water front changed by the board of public works was referred to City Attorney Ben F. Woolner this morning. A reply will be given at the next meeting of the board.

The contract for this quay wall between Clay and Myrtle streets involves an expenditure on the part of the city of \$225,000. According to the terms of the specifications the city is to pay to the construction company 75 per cent of the value of completed work done each month. The company has been at work for over three months but because of the method of work, by which long by excavation is being done, but no part of the wall is actually completed, no payment has thus far fallen due.

WANT AMENDMENT.

The contractors asked this morning that the specifications be amended to allow payments being made on work done, rather than work actually completed in form, the city engineer to estimate the amount of work done in accordance to that specified in the contract. The company instead of completing 100 feet of concrete wall has been doing the work in 600-foot stretches. More than \$20,000 has been expended, but the company has not received a cent from the city.

City Attorney Woolner stated that the city charter does not give authority to amend specifications after the contract has been let, but offered to examine the contract to see if there could be any redress for the company.

The company also raised a point as to whether the city or the contractor should remove the foundations of an old gas tank in the path of this work. This was referred to the city attorney.

BARTENDER STABBED

BY JEALOUS WOMAN

SAN FRANCISCO, Jan. 21.—Following a jealous quarrel in the lodging house at 48 Pacific street at an early hour this morning, Helen Silva, a woman 26 years old, was stabbed three times in the breast and arm by Cornelius William, a waitress. Silva and the man had had a dispute over his attentions to several other girls, and William, in a fit of rage, drew a knife and cut him, cutting him thrice before he could protect himself. Silva was removed to the Harbor Hospital and treated by Dr. Callahan. He is in a serious condition and is being held for observation. The trial and sentence will be held in due time at the city prison.

COLORADO WILL BUY INDIAN SCHOOL LANDS

DENVER, Jan. 25.—The lower House of the Legislature passed on third reading today the bill appropriating \$50,000 to purchase from the Federal government the Fort Lewis Indian School and lands in Colorado to be made a branch of the State Agricultural College. The Senate had already passed the bill. Governor Shafroth announced that he would sign it at once.

Since the discovery of valuable coal deposits on these lands the Interior Department has sought to withdraw the offer of sale.

FINAL DECREE GRANTED.

Superior Judge T. W. Herlihy has granted to Constance Woods a final decree of divorce to Harry C. Woods, on the grounds of desertion.

FRIENDS OF MARY SWANSON THINK SHE WAS MURDERED

Nothing Discovered of Her Money and Bank Books; Dark Hints of Her Being Persecuted

(Continued from Page 1.)

never been cashed. No money, no bank books or checks were found in the home of the dead woman, although it has been thoroughly ransacked from attic to basement.

The other mystery is connected with the identity of the niece of Mary Swanson who was living with her in the Elmhurst house. To Mrs. Hynes the dead woman told of a sister and brother-in-law. Never anything about a niece.

TOLD LAWYER WAS SINGLE.

She told the lawyer she was unmarried and had no relatives. She told the employer at agency when she had a brother in Switzerland. When she rented the place from a real estate agent on January 18 she first spoke of a niece.

No person has yet been found who met the girl or had more than a fleeting glance excepting A. J. Loomis and his son who supplied the family with milk. They describe her as a medium-sized blonde, about 26 years old who always dressed in black.

The probable connection between the stranger, still unidentified, who committed suicide in the tank-house off the boulevard yesterday and the death of Mrs. Swanson was further strengthened today by clothing found in the woman's home.

A. J. Loomis, a carpenter by trade, who owns two cows and sells milk to the neighbors, and who resided on Eighteenth avenue, three blocks from the Swanson home, first saw the woman some time last week his attention being called to her by his wife on account of a peculiar colored pea green skirt that she wore. He also saw the man whom he later positively identified as the man who was found hanging in the pump house on the boulevard yesterday.

The dead man answered the description of the man whom he saw, and he is positive that he is the same.

In front of his house at the time the woman passed claimed that she said to him "I used to do that when I was a little girl." She then walked on, accompanied by the man, and she seemed to be in a downhearted frame of mind.

MAN SEEN OFTEN.

Last Tuesday Mrs. Caroline Slimmons, who resides on Third street, just around the corner from the Swanson home, also saw the man walking around the Swanson house. The description which she gives of him tallies perfectly with that given by Loomis. A Greek laborer, working for the Bay Cities Water Company, in Alameda, says on Eighteenth avenue also identified the suicide as being the same man seen in company with the woman.

Mrs. Gotch, who resides on Third street, saw Mrs. Swanson go into the yard Friday afternoon to draw a pail of water. She said:

"Some one must have spoken to her from the house, for she raised her head and with a smile answered, I was not far away to hear distinctly what she said."

The woman's niece was very seldom seen about the place. Loomis' son was the last person who saw her on Friday morning, when he came to deliver the milk. At that time a voice called to him from an upper window in the rear of the house, telling him "Don't bring the milk inside. Do not open the door. Leave the bottle on the back porch and then go away."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had her moments of discouragement and when I visited this office, she was often listless and nervous. She could not remain quiet very long. She was very good natured and was alive to the funny side of things. She was always laughing."

"According to my recollection of Mary, she often spoke of her brother in the old country. I but I never could learn whether she was married or single. She never discussed her matrimonial affairs. I judged that she was a widow. Other than this I don't know anything about Mary."

"She always appeared to be in a happy mood, and when she telephoned to me her voice so sounded as though she was content."

"Mary had

Needed Amendment to Bank Act.

A bill has been introduced in the Senate by Senator Stetson to amend section 137 of the bank act so as to facilitate the winding up of the affairs of any state bank in process of liquidation in the hands of a receiver. The bill grows out of a curious development in the winding up of the affairs of the defunct California Bank by the receiver, J. P. Edoff. From the declaration of the first dividend by the receiver checks drawn in favor of depositors not called for have been accumulating in the receiver's office. There are, in fact, thousands of these unclaimed checks in the receiver's hands and many of them are over two years old. Every reasonable means have been taken to apprise the owners of the checks that they will be delivered on personal application. Many of the checks are drawn in favor of well-known citizens. They vary in amount from a few cents to a few hundred dollars. A few weeks ago they totaled about \$30,000; they still aggregate about \$20,000. The money is lying idle in the bank subject to the presentation of the check.

The peculiar situation which this accumulation of unclaimed checks has created is that the receiver sees in them the possibility of an indefinite postponement of his discharge. So long as the checks remain in his custody he must keep an office open, so that the delinquent depositors may get their checks on demand, and not until the last of the unclaimed checks passes over the counter to the owner will he be in a position, as the law now exists, to demand his discharge.

The amendment to the bank act is to meet just such a condition as has been created in the winding up of the California Bank's affairs, and give relief to the receiver in his predicament. It reads as follows:

"3. At the expiration of four months after the settlement of the final account of the receiver of any bank appointed prior to July 1, 1909, any dividends due depositors, or other creditors, or stockholders of such bank and remaining unpaid or uncalled for and in the hands of such receiver may be paid by him into the state treasury which money shall be held in the state school land fund and at the same time it shall be the duty of such receiver to furnish to the state controller a list of names of all depositors or other persons to whom such money belongs or to which such persons are entitled and thereupon such receiver shall be entitled to his discharge.

"4. The moneys referred to in subdivision two and three of this section may be drawn out on the warrants of the state controller, issued on proofs of ownership, approved and allowed by the state board of examiners."

The remainder of the bill is already a part of the bank act and provides for the escheating to the State of all moneys paid into the school land fund and unclaimed for within five years after being thus paid in, to be drawn out thereafter only in such manner as is now provided for by law for the estates of deceased persons escheated to the State.

The bill commends itself as a common sense measure, for, unless the present bank act is amended, as the Stetson bill provides, receivers of defunct banks in their liquidation will have to hold back enough of the assets to cover office expenses indefinitely, and at the same time be unable to get his discharge and be relieved of his official responsibility.

Appeals on partisan political grounds are not likely to win votes for San Francisco. It is quite certain that they are misdirected when addressed to the President. All the Representatives with a single exception from the Pacific Coast are Republicans. Nearly all the Representatives from the States having a geographical affinity for New Orleans are Democrats. Nevertheless the Panama Exposition is not a political issue, and is not being fought out on political lines. Some of San Francisco's warmest advocates are Democrats, while Republicans from the Middle West are among the strongest supporters of New Orleans. Mr. Rodenberg, chairman of the committee which voted to report in favor of the Crescent City, is a Republican. Congressman Maynard of Virginia, a Southern Democrat, voted in favor of San Francisco. A majority of the Democrats from New York are also lined up for the California city. It is neither politic nor expedient to inject party politics into the contention. San Francisco ought to win on merit, and her chief obstacle is not politics but numbers. The voting strength of the region geographically affinitive to New Orleans is so much greater than ours that the issue is doubtful.

Every man in California should telegraph to somebody in the east to put in a word for San Francisco. Here is the place to hold the Panama-Pacific Exposition. In New Orleans it will be partially, if not wholly, a failure. In San Francisco it will be a glorious success. National pride alone should give us the fair.

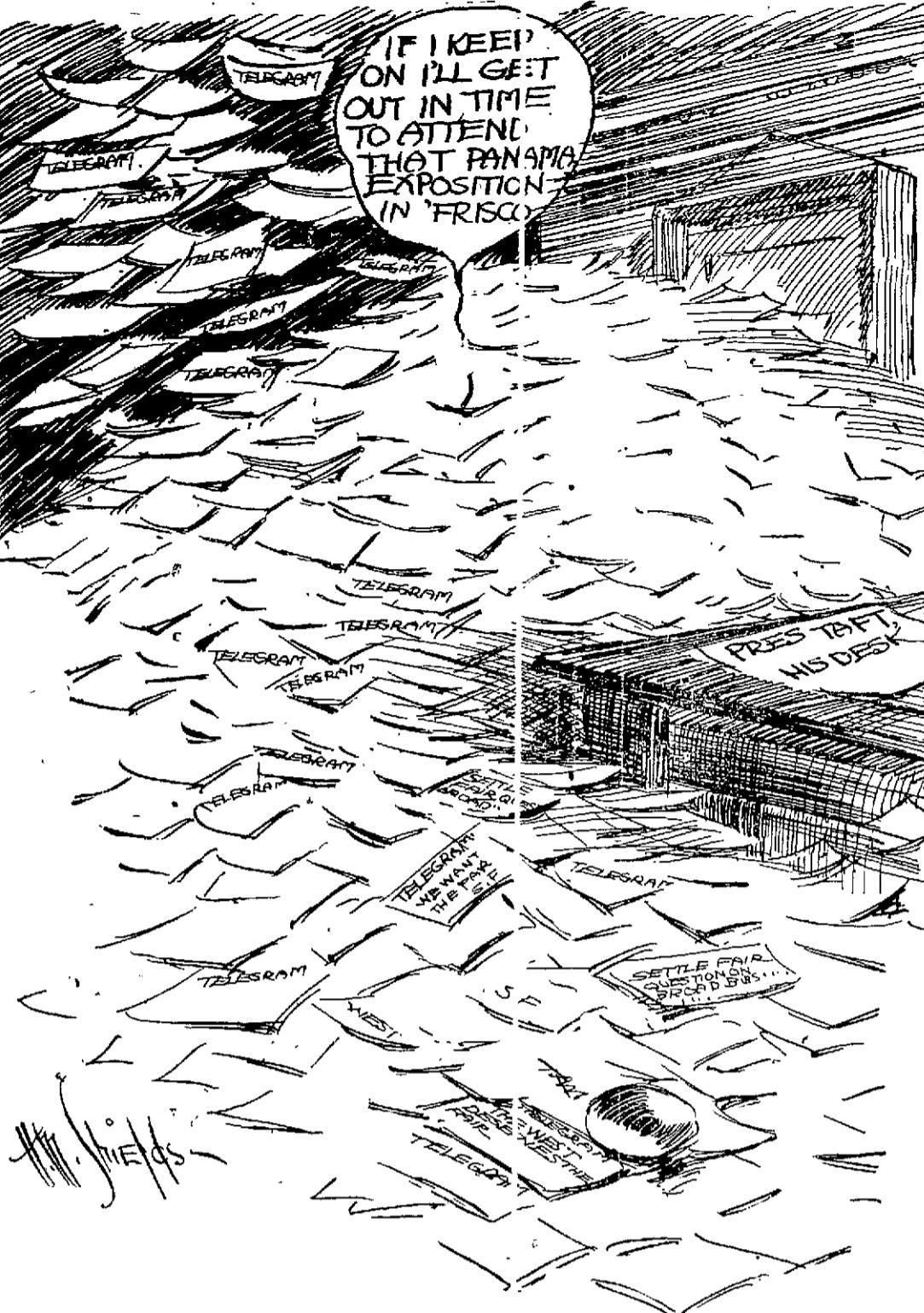
The House Committee on Rules decided today to refer the selection of the exposition to the whole house and that a roll-call shall be taken next Tuesday. The action of the committee is decidedly favorable to San Francisco's interests, for its delegation has been urging speedy action to be taken on the question, while the New Orleans delegation has been working tooth and toe-nail for delay. With the Legislatures of so many States committed to San Francisco and their Congressional representatives instructed by them to vote for San Francisco, it looks now as if the fight were practically won and that it is all over except the shouting, for there are strong indications that the Senate will support the western city's claims, and it is pretty well known that the President's sympathies lean in this direction.

Bugs in the Greater San Francisco Scheme.

In the discussions relating to the San Francisco scheme of consolidating all of the bay cities into one Greater San Francisco, the fact should not be lost sight of that the city across the bay has nearly reached the limit of its bonding powers, while the cities on this side of the bay, which it seeks to absorb, have only a comparatively small bonded indebtedness. If San Francisco can force consolidation, which it is evidently scheming to accomplish through the passage of certain special measures at the present session of the Legislature, it will expand its bonding powers to the extent of the additional assessed valuation of the property in the cities on this side of the bay which it eagerly desires to absorb, and saddle them with part of the burden of indebtedness which it must in future incur for public improvement of a strictly local character from which none of the communities on the eastern shore of the bay can derive the slightest benefit.

Moreover, San Francisco has set a covetous eye on securing the revenues from the commercial developments which Oakland, in particular, is producing at its own expense, on this side of the bay. The revenues from our wharves and reclaimed tidelands, which it is intended to lease to manufacturers, and which this city has already bonded itself to construct and is now developing, would doubtless be diverted to the use of the central municipal government to the

Weather Report, Washington, D. C.: STILL SNOWING



total disregard of the interests of the so-called boroughs whose enterprise and money created them. In other words, the San Francisco scheme contemplates the reaping by that city of all the benefits accruing from the improvement of our magnificent water front—a benefit which it cannot reap from its own limited water front, for the reason that the revenues derived through its use by commerce are all under State control. Of the twenty-seven miles of commercial water front which Oakland controls, the construction of eight miles of dockage facilities is now in progress which, when finished, will place Oakland on a par, commercially, with San Francisco, whose entire water front, if developed, does not exceed seven miles.

The San Francisco Call says California is not able to support two State Universities. It does not need two State Universities. So long as the existing one answers all requirements and is inadequately provided for it is out of order to suggest the founding of another one. A modern university equipped for all branches of education is an expensive institution. As it expands in usefulness its cost increases. The Legislature has never been liberal in providing for the needs of the university at Berkeley, hence it has many unsupplied wants, although it has been aided by private beneficence to the extent of millions. It would be worse than folly to establish another State University while the one at Berkeley is so inadequately provided for. The result would be two half-starved institutions snarling at each other and fighting for favors at every session of the Legislature. The annual charge for higher education would be increased, but the standard of efficiency would be decreased. Every State institution in California cannot be duplicated in the region immediately contiguous to Los Angeles.

It cannot be said that the tariff on cotton goods is prohibitive. We import about twice as much cotton goods as we export. For the year ending August 31, 1910, cotton goods of domestic manufacture to the value of \$89,398,672 were exported. During the same period we imported \$66,473,143 worth of foreign manufactured goods. The United States exports the coarser grades of cotton cloth and imports the finer cotton fabrics. Our looms are only beginning to rival the costlier productions of France, Belgium, England and Germany, where the spinning and weaving of cotton has been brought to such a high state of perfection that cotton fabrics are now woven that rival in beauty and finish the cheaper grades of silk.

EDITORIAL PARAGRAPHS

You make all people you look at seem to you as you yourself feel; your standard of criticism or praise is erected within yourself.

You make opportunity for yourself when you make yourself fit to receive it; opportunity is nothing more than the making over of man so that he may cope with conditions.

Whistle at your work if you do not know how to sing, and it will change the bleakest weather into mild and merry spring.

Some men claim to be poverty stricken when they are without money; being "broke" is only a joke when man has ability and still wants to use it.

Good judgment in business matters, is a basic principle upon which to build success; common sense in the dollar-making puts copper cents into the cash drawer.

Some people talk because they love to hear themselves, and not always because they want to harm you—the gossiping habit isn't always hateful.

Money that is not made through service given in return, isn't good money and may curse man rather than give him joy.

NO DOUBLE HONOR CODE

James T. Harahan, retiring president of the Illinois Central, spoke with warranted bitterness when on his seventieth birthday anniversary he took formal leave of his executive responsibilities.

In his position of greatest accountability he was surrounded by men largely of his own selection and training. The honor of his administration was in their hands and it was a bitter experience which faced the president when he reached the age of retirement and gave his office to his successor to say:

"It is my deepest regret that anything should have occurred during my administration to warrant criticism of the management of the Illinois Central. While betrayal of any position of honor and responsibility is much to be deplored, the particular feature of this whole matter which has caused me pain is the treachery to me of men I had trained and educated, some of them for over thirty years, and whom I caused to be placed in the positions they occupy."

The personal note was justified. Harahan, scrupulously honest himself, had to

force himself to the suspicion which later revolved to him the betrayal of trust. His confidence was based on years of experience and association. He could not look himself in the attitude of a pioneer constantly picking his way through a hostile wilderness and listening for the crackling of a twig which might betray the presence of an enemy. The business of the country cannot be transacted on such terms. Suspicion as a guiding impulse cannot be substituted entirely for confidence.

But you cannot have a double code of honor—one commercial, one political. One cannot be viewed more philosophically than the other. The sophistry which would excuse the one as a necessity created by conditions from which there is no escape is self-delusion. Its hollowness is disclosed when it is shown that there is and can be no double standard. The corporations should be the most concerned. The Illinois Central presented no exceptional case. It was no more defenseless than other great business organizations.

There is and can be no double code of morals.—Chicago Tribune.

CAPITAL DEMANDS PEACE

George Paish, the highest statistical authority in Great Britain, says his countrymen have invested \$3,000,000,000 of surplus capital in American railways of about \$500,000,000 in other American securities. As there are great additions yearly to the stock of British capital for which profitable employment cannot be found at home, American investments will continue to be sought. The owners of those three and half billions of capital are drawing annually in dividends and interest something under \$200,000,000. They have no reason to feel that they have placed their money badly. Nor has the United States any reason to deplore the payment of interest to a foreign creditor. It has secured the use of a vast amount of capital without which the great expansion of its industries of all kinds would have been impossible.

Now to apply. If there were to be a war between the United States and Japan it would be a long and exhausting one. It would have all the bad consequences which invested capital dreads. Therefore, if British capital were to see symptoms of an inclination on the part of Japan to force war upon the United States, it would use all its powerful influence to prevent war. The British government, which listens usually to British capital, would delicately suggest to its oriental ally that it would not do.

Thus does the "money power" make for international peace. It has been used so roundly for so many crimes that it should be given credit for that one virtue.—Chicago Tribune.

JAPAN AND ITS RICE

The experts who like to discern a serious effect in a simple cause have hinted that Japan means to go to war, the evidence being that the Mikado's country has just placed an order for 100,000 tons of rice.

This is the second order, of the same size, that has been announced, and it would seem probable that all of Indo-China and the Philippines would be quite bare of the cereal in question when the shipments have been completed.

There may be some reassurance in the fact that Japan is a densely peopled land, holding almost half as many souls as the United States, in an area not so large as some of the smaller states in this country. The principal food product is rice. The only menace we can perceive in this story of thousands of tons of rice is that a people compelled to eat so extensively of a food which in our bars we despise might be expected to feel like fighting, and if there is to be a fight the United States might have to go to the trouble of ordering out the marines.—St. Louis Times.

SOLVING SERVANT PROBLEM

Miss Marjorie Johnson, one of those earnest young women who busy themselves going about studying the living conditions of the working classes, comes forward with a suggestion or two for the solution of the servant girl problem.

Of course, Miss Johnson is a woman!

Then, too, she is impressionable. And, naturally, she is enthusiastic. So, her ideas may not be at all sound—but they are worth some consideration, at least.

Miss Johnson does not think that servant girls should be regarded as human jewels, but she does venture to remark that women who employ them ought not expect "to own them body and soul."

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

And, candidly, if some remedy is not soon found, it may be necessary to resort to three measures to induce good working girls to enter domestic service.

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

And, candidly, if some remedy is not soon found, it may be necessary to resort to three measures to induce good working girls to enter domestic service.

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

And, candidly, if some remedy is not soon found, it may be necessary to resort to three measures to induce good working girls to enter domestic service.

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

And, candidly, if some remedy is not soon found, it may be necessary to resort to three measures to induce good working girls to enter domestic service.

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

And, candidly, if some remedy is not soon found, it may be necessary to resort to three measures to induce good working girls to enter domestic service.

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

And, candidly, if some remedy is not soon found, it may be necessary to resort to three measures to induce good working girls to enter domestic service.

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

And, candidly, if some remedy is not soon found, it may be necessary to resort to three measures to induce good working girls to enter domestic service.

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

And, candidly, if some remedy is not soon found, it may be necessary to resort to three measures to induce good working girls to enter domestic service.

Miss Johnson holds that if the servant girl problem is to be solved, the girl must find a real home under the roof where she is employed, and the home must be obliterated and the girl must be made to know that she is just as good as any one in the family.

It is not at all necessary that she sit at the table with the family or employ their confidences or go automobileing with them at night—that would be nonsense.

Miss Johnson admits it.

It is admitted as a little more human kindness. Directed toward servant girls, a breaking down of the false social barriers.

Vocal Whirlwind Sweeps the Legislature

HURL VITRIOL IN OPTION FIGHT

Bitter Speeches Bandied About by Orators in Assembly Chamber.

Anti-Saloon League Branded "Combination of Political Pirates."

SACRAMENTO, Jan. 25.—With bitter denunciations bandied about by blood-thirsty orators, and charges of dishonesty and worse hurling at figure prominent in the political life of California, Wyllie's local option bill came up in the house last night.

George E. Farwell, one of the opponents of the bill, branded the Anti-Saloon League as "the worst combination of political buccaneers that ever sailed under black flag."

Chester H. Rowell, editor of the Fresno Republican and one of the prime movers in Lincoln-Roosevelt League movements, was stamped by Dr. Adams as "a master debater, but a dishonest man."

HOW THEY STOOD.

Proponents of the bill were represented by D. M. Gardner of the Anti-Saloon League, Chester H. Rowell of Fresno, Superior Judge E. P. McDaniel of Marysville, and ex-Assemblyman J. O. Davis of Sacramento.

On the other side of the question was J. W. Burdette, attorney for the California State Brewers' Association.

Burdette, seated in the chair at other times occupied by Assemblyman Clark of Oakland, introduced the following speakers as exponents of the measure at issue: Dr. Henry Austin Adams of San Diego, who characterized the Anti-Saloon League as "not a booze-fighter"; Geo. E. Farwell, Pacific coast representative of the National Manufacturers and Business Men's Association, and A. Sharboro, president of the Italian-Swiss colony, and a representative of the winery interests of the state.

ARGUMENTS ARE ON

D. M. Gardner of the Anti-Saloon League opened the arguments of the hearing. He briefly reviewed in detail the provisions of the Wyllie measure, pointed out the ways in which it is expected to furnish a remedy for the present condition, which he declared "to be one of the main planks of the 'so-called liquor laws,'" and declared the purpose of the proposed bill is to relieve the people of "the tyranny of boards of supervisors and city trustees," "giving to the people the right of local self-government in the matter of regulation of saloons.

Disclaiming any connection with the Anti-Saloon League, and also disclaiming any pretense of posing as a temperance reformer, Chester H. Rowell was the next to raise his voice in the interests of the proposed local option measure. Rowell argued at some length on the theme that the people of any community should have the right to regulate the saloon business as a business needs, even if it means a referendum. He said that while the grocery business and other businesses may be considered as private enterprises, the business of liquor selling, inasmuch as it recognizes its existence to be dependent upon franchises, is a community business, and as such should be subject to the regulation of the voters of the community.

Experiencing on the part of the members of the state of liquor as the theme taken by Superior Judge E. P. McDaniel of Marysville. McDaniel also disclaimed all pretense of coming as a reformer—he declared that he came as an American citizen in the interests of "the right of the majority to rule."

J. O. Davis, former assemblyman, followed the example of his immediate predecessors on the "reform" and disclaimed all connection with the Anti-Saloon League. He based his arguments solely on the principle of direct legislation.

ADAMS HURLS VITRIOL.

With Davis' argument, the proponents of the Wyllie bill rested their case and gave way to Dr. Henry A. Adams, who at one time opened a chain of "clubs" of the Anti-Saloon League. In general, his proposition of the Wyllie bill is in particular disclaiming the epithets of "boozefighter" and "saloon bum" which he said had been hurled at him on previous occasions. Adams proceeded to characterize the proponents of local option as the "graduates of the mushroom colleges of the half-baked Middle West" and product of "the omniscience of the Middle West cranks."

The speaker turned his attention to what he termed his moral arguments, naming them "gentlemen of the cloth." Adams quoted from Cardinal Gibbons, Bishop Hall, Bishop Clark and the Rev. Abbott as being opposed to local option.

He sat down to yield the floor to Geo. E. Farwell of the National Manufacturers and Business Men's Association. Farwell spoke briefly of the organization of the nation, and read from the declaration of principle framed at the organization of the body. In this declaration Farwell argued, was the evidence that throughout the nation others than saloon and brewery men are advocating the defeat of local option measures.

Farwell formed the Anti-Saloon League, the worst combination of political buccaneers which ever sailed under the

NEW SECRETARY OF SENATE SOON WINS POPULARITY



WALTER N. PARRISH of Stockton, secretary of the Senate. —Hudson, Photo.

The new secretary of the senate, at this session, is Walter N. Parrish of Stockton. While he was at first somewhat unknown to a number of the new members of the upper house, he is one of the most popular of the responsible officers of the legislature.

Parrish has mastered the many technical details of the office of secretary in a manner which is almost a revelation. His reading of bills and resolutions enables every member to understand without over-straining what is under consideration by the senate.

He was born in San Francisco in 1875.

He was educated in the public schools of that city and graduated from the boys' high school of the place. He resided there for twenty-one years after which he moved to Stockton, which place has since been his home.

He became deputy county clerk and chief also of department No. 2 of the Superior Court of San Joaquin county, filling the position for three years. At night he studied law and was admitted to the practice of his profession a year ago.

For the last three years, he has acted as secretary to Superintendent Fred P. Clark of the Stockton State hospital.

\$320,000 SOUGHT FOR STATE FAIR

Senate Bills Provide for Big Outlay in Number of Measures.

SACRAMENTO, Jan. 25.—Appropriations amounting to \$320,000 for the improvement of the Sacramento State fair grounds are provided in a series of bills introduced by Senator Charles R. Bills. Among the new buildings provided for in the bills are: exhibition building in combination with a grandstand, to cost \$100,000; dairy building to cost \$30,000; women's building to cost \$30,000; additional protection of animals and additional protection for women are provided in a bill carrying an appropriation of \$25,000. Protection is also made for the moving of the poultry building and the appropriation of an outlay to it at a cost of \$5000.

A \$75,000 appropriation is sought for the building of a coliseum for livestock exhibitions and other displays.

WANT MORE POSTAL BANKS FOR STATE

SACRAMENTO, Jan. 25.—Assemblyman Wilson has introduced a joint resolution introduced in Congress to get the necessary legislation into effect for the postal savings bank bill. Following is the principal part of the resolution:

"Resolved by the Senate and the Assembly of the State of California, that we respectfully urge the Congress of the United States to make all necessary appropriations and amounts of money of the United States to come into effect the provisions of the Postal Savings Bank law in our State and provide for the establishment of such banks where needed."

The speaker then turned his attention to what he termed his moral arguments, naming them "gentlemen of the cloth."

Adams quoted from Cardinal Gibbons, Bishop Hall, Bishop Clark and the Rev. Abbott as being opposed to local option.

He sat down to yield the floor to Geo. E. Farwell of the National Manufacturers and Business Men's Association. Farwell spoke briefly of the organization of the nation, and read from the declaration of principle framed at the organization of the body. In this declaration Farwell argued, was the evidence that throughout the nation others than saloon and brewery men are advocating the defeat of local option measures.

Farwell formed the Anti-Saloon League, the worst combination of political buccaneers which ever sailed under the

SUFFRAGISTS WIN FIRST BATTLE IN SENATE

Sanford's Bill for Vote on Equal Rights Defeated at Capital.

SACRAMENTO, Jan. 25.—The suffragists have seen in the upper house Senator Sanford's bill for a vote by women on the question of women's suffrage defeated on the floor.

The suffrage question extended through the entire afternoon session of the senate, being made special order.

Senator Sanford said his bill would bring the suffrage question to an issue two years earlier than otherwise would be the case and advocated it for that reason.

Senator Wolfe said he would vote for the bill because it would put off the problem for two years. Other senators gave equally divergent reasons for their votes. Senator Judd moved to commit the measure to the judiciary committee.

What good could do for San Francisco, "Your minds are made up and anyway three-fourths of the laws declared unconstitutional were passed upon some time by the judiciary committee. A legislature without lawyers might get through some constitutional legislation."

VOTE 24 TO 12.

By vote of 24 to 12 the Senate refused to commit the bill to committee. Then came the vote on the bill itself, involving more oratory, and ending in defeat of the measure by a vote of 21 to 16.

Senator Wolfe declared that women, in his mind, in his home, in his daughter's home, and in their circles, do not want to vote.

"It may be," he conceded, "that I know the opinions only of the home woman, the woman who is the mother of children, who has inspired poets and given strength to men, the woman who is happy and contented, not the restless, the discontented woman. If the women said they wanted suffrage, I vote for it but until now I have not agreed with it."

For the last three years, he has acted as secretary to Superintendent Fred P. Clark of the Stockton State hospital.

LOVE FOR WOMEN.

Senator Curtin regretted that men, because of their love for women kept the ballot from them, lest they be regarded as men regard men."

The roll call on the passage of the measure was as follows:

Aye: Senator Cambell, Campbell, Carwright, Cassidy, Curtin, Fann, Hans, Hare, Hund, Lewis, Martinelli, Regan, Sanford, Wolfe—15.

No: Senators Avery, Bell, Bills, Birdsell, Boyns, Bryant, Burnett, Cuton, Estudillo, Gates, Hewitt, Holloman, Hubbard, Larkins, Roseberry, Rush, Shandrow, Strobridge, Thompson, Tyrrell, Walker—21.

Absent: Senators Wright, Stetson, Beaman, Black.

Suffrage supporters assert that more than 30 votes were assured for Senator Bell's constitutional amendment conferring suffrage on women.

EXTRA LEGISLATIVE SESSION IN SIGHT

It is Planned to Call Special Constitutional Amendment Election.

SACRAMENTO, Jan. 25.—Assemblyman Gates has introduced a joint resolution introduced in Congress to get the necessary legislation into effect for the postal savings bank bill. Following is the principal part of the resolution:

"Resolved by the Senate and the Assembly of the State of California, that we respectfully urge the Congress of the United States to make all necessary appropriations and amounts of money of the United States to come into effect the provisions of the Postal Savings Bank law in our State and provide for the establishment of such banks where needed."

The speaker then turned his attention to what he termed his moral arguments, naming them "gentlemen of the cloth."

Adams quoted from Cardinal Gibbons, Bishop Hall, Bishop Clark and the Rev. Abbott as being opposed to local option.

He sat down to yield the floor to Geo. E. Farwell of the National Manufacturers and Business Men's Association. Farwell spoke briefly of the organization of the nation, and read from the declaration of principle framed at the organization of the body. In this declaration Farwell argued, was the evidence that throughout the nation others than saloon and brewery men are advocating the defeat of local option measures.

Farwell formed the Anti-Saloon League, the worst combination of political buccaneers which ever sailed under the

ADMINISTRATION RAILROAD BILL OUTLINED BY AUTHOR

Notable Gathering of Traffic Men Are Present When Senator Stetson Explains Measure, but Are Silent Throughout Session

(Special to THE TRIBUNE).

SACRAMENTO, Jan. 25.—The committee on corporations of the House and Senate met last night when the new administration railroad commission bill was explained by Senator Stetson, the author of the measure, Attorney-General Webb and Railroad Commissioner Eshleman.

There were present a number of railroad men from the state, C. W. Farwell, attorney for the Southern Pacific, H. A. Gates, freight traffic manager of the Southern Pacific; G. W. Lee, attorney for the Western Pacific; A. P. Mathew, attorney, Western Pacific; C. E. Snook, attorney, Western Pacific; H. M. Adams, freight traffic manager, Southern Pacific; C. W. Caup, attorney, Western Pacific; C. E. Burdette, attorney for the State Brewers' Association, assistant freight traffic manager, G. Swobe, general freight agent, McCloud River Railroad; E. Held, attorney for the Pacific Burea and Salt Lake road; Seth Mann, attorney for the Traffic Bureau and Merchants Exchange of San Francisco; W. R. Wheeler, manager of the Traffic Bureau; S. C. Daniels, F. M. H. M. Association, George Bradley, traffic manager, Sacramento, Sacramento, and J. A. Kehler of Baker & Hamilton, San Francisco.

An opportunity was given the railroad men to express themselves regarding the bill, but one of them availed themselves of their privilege for the reason they had been conferring all day with the members of the committee on corporations.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply cars when required by shippers, and a fine is also inflicted on the shipper who fails to use the cars. The bill is not a success. It is more severe upon the shipper than on the railroad.

"There is no penalty for false billing and false rating. There is also one for persons who falsely state that they are shipping one thing when in reality they are shipping another, belonging to another class."

"Section 59 provides for the repeal of the Miller surcharge bill. The latter provided a fine of \$5 per day for failure of the company to supply

EXTRA THE OAKLAND TRIBUNE EXTRA

OAKLAND, CAL., WEDNESDAY, JANUARY 25, 1911

A-U-T-O-M-O-B-I-L-E

S P E L L S

"A GOOD TIME COMING" AND IT IS COMING FOR SURE

WAKE UP You Have Been Dreaming Long Enough of Owning Your Own 1911 Touring Car FOUR 1911 AUTOMOBILES GIVEN AWAY

1911 Chalmers-Detroit--1911 Regal

1911 Flanders 20--1911 Flanders 20

Kohler & Chase Piano -- Curtaz Piano

Kimball Piano -- Hauschmidt Piano

Trip to New York City--Trip to Mexico City

Trip to Yellowstone Park

Trip to Vancouver -- Four Gold Watches

THE TIME HAS COME TO MAKE THAT DREAM COME TRUE TODAY IS THE TIME TO ENTER The Oakland Tribune's Great \$10,000 Prize Contest

**Nominate a Candidate
and Win a \$200 Grafonola**

NOMINATION BLANK--GOOD FOR 1000 VOTES.
THE OAKLAND TRIBUNE'S \$10,000 Subscription Contest.
I Nominate _____

Address _____

Phone No. _____

Signed _____

Address _____

Only One Nomination Blank for Each Candidate Will Count as
1000 Votes.

There Are 16 Fine Prizes to be Won
See That You Are in Line to Win Them
Tell Your Friends to Prepare to Stand By You

Call at Room G, Tribune Building, or Phone Oakland 628, or Write. You
will then receive full information in regard to the contest and how to win a 1911
Touring Car, a high grade Piano, one of the four Tours or one of the four Gold
Watches.

**Win the Nomination Prize
A \$200 GRAFONOLA**

will be given to the person who nominates the candidate securing the largest
number of votes in the contest.

CONTEST ENDS MARCH 22

Information Blank

CONTEST MANAGER,
THE OAKLAND TRIBUNE,
OAKLAND, CAL.

Please send me detailed information concerning THE TRIBUNE'S \$10,000 SUBSCRIPTION CONTEST and the method
to be pursued to win one of the many valuable prizes.

Name _____

Address _____

Telephone No. _____

CUT OUT AND SEND OR BRING TO THE TRIBUNE.

FRIENDS OF W. J. BACCUIS CONDUCTING HIS FIGHT

Candidate for Commissioner Backed Up By Well Organized Clubs Through out the City

William J. Baccaus, having announced himself a candidate for nomination for Commissioner No. 2 of the city of Oakland at the primary election to be held April 16, has organized a number of clubs in Oakland, are formulating a plan for insuring his election. Baccaus' clubs have already been organized in several of the city wards and in the recently annexed area lying to the east of Twenty-third avenue, and yet others are in process of forming. All of these organizations are militantly active in behalf of Baccaus and are adding to their membership in a most flattering manner.

FIRST WARD CLUB.

One of the strongest and most forceful of the William J. Baccaus clubs is that located in the First Ward. Alexander McAdam, former councilman of Oakland is president of the organization, and M. J. Bohan, a prominent Baccaus worker, is secretary. Although but two weeks have passed since the club was formed, it has membership of over 200, a circumstance which tends to show the re-spect and esteem in which Baccaus is held in that section of the city.

Tomorrow evening the First Ward William J. Baccaus Club will hold its first rally, the scene of the festivities being Pizzol's hall, Forty-sixth street and Telegraph avenue. President McAdam will preside and will address the meeting upon the fitness of Baccaus to the post, to which he aspires. Other prominent politicians will be present and will speak along the same lines. A light lunch and other refreshments will be served.

HIS CREDITABLE RECORD.

The speakers will call especial attention to Baccaus' creditable eight-year record as a member of the council of Oakland, his opposition to the organization of the Sixth Ward, and to the fact that he was re-elected two years ago by the largest majority of any councilman in the city. Reference will also be made by them to Baccaus' ability and standing as one of Oakland's prominent builders and contractors, and to his satisfaction administration of the secretary's office of the Building Trades Council of Alameda county.

It will be demonstrated that Baccaus is a member of several fraternal organizations and that he is a constant and charitable lodger in the Fraternal Order of the Golden Rule, No. 120, N. C. S., of which he is president. His faith in service is spoken of and also his faith in service as president of the local Brick Layer's Union.

WILL HOLD RALLY.

In early February the Business Men's Baccaus Club of the West End will hold its initial rally and at about the same time will be held a rally by the members of the William J. Baccaus Central Club of Oakland. Later in the month the Fifteenth and the Second Ward Baccaus Club will hold rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy. Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

out that Baccaus' record in the council is above approach, and that, if no other, he is entitled to support and election in the present campaign. If successful, Mr. Baccaus hopes to have charge of public buildings and streets, a position to which his experience as a builder and contractor eminently qualifies him.

PHILIP REILLY CANDIDATE.

Philip Reilly, a realty dealer of Elmhurst, who has been spoken of as a likely candidate for one of the commissionership under the new charter today announces his candidacy. When seen by a TRIBUNE reporter, he said:

"My name has been frequently mentioned of late in connection with the office of commissioner at the next city election. While it is yet early in the campaign, I believe in justice to my friends in the different sections of the city I should announce my intention to be a candidate for commissioner No. 2.

"In entering this campaign I believe we have the most up-to-date charters of any city can boast, and the amendments are promised that will bring it still closer to the will of the people. It will have my hearty support.

"It has been freely admitted that the newly annexed territory played a prominent part in bringing this about. Those who are responsible for the unity feel justly proud of what has been accomplished.

"Every promise made has been kept in a manner satisfactory to the reasonable people. Slight delays and increased taxation in a few cases have aroused the ire of some of our people. It was not generally, but merely a few unfortunate circumstances.

"I have never had any political aspirations, nor would I now seek a commissionership. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This is not so for years in what is now known as Oakland is the requirement, together with a majority of the ballot rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy.

Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

PERSONAL CANVASS.

"I will not countenance the organization of political clubs, nor will I join any organization, further my candidacy. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This is not so for years in what is now known as Oakland is the requirement, together with a majority of the ballot rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy.

Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

out that Baccaus' record in the council is above approach, and that, if no other, he is entitled to support and election in the present campaign. If successful, Mr. Baccaus hopes to have charge of public buildings and streets, a position to which his experience as a builder and contractor eminently qualifies him.

Philip Reilly, a realty dealer of Elmhurst, who has been spoken of as a likely candidate for one of the commissionership under the new charter today announces his candidacy. When seen by a TRIBUNE reporter, he said:

"My name has been frequently mentioned of late in connection with the office of commissioner at the next city election. While it is yet early in the campaign, I believe in justice to my friends in the different sections of the city I should announce my intention to be a candidate for commissioner No. 2.

"In entering this campaign I believe we have the most up-to-date charters of any city can boast, and the amendments are promised that will bring it still closer to the will of the people. It will have my hearty support.

"It has been freely admitted that the newly annexed territory played a prominent part in bringing this about. Those who are responsible for the unity feel justly proud of what has been accomplished.

"Every promise made has been kept in a manner satisfactory to the reasonable people. Slight delays and increased taxation in a few cases have aroused the ire of some of our people. It was not generally, but merely a few unfortunate circumstances.

"I have never had any political aspirations, nor would I now seek a commissionership. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This is not so for years in what is now known as Oakland is the requirement, together with a majority of the ballot rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy.

Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

out that Baccaus' record in the council is above approach, and that, if no other, he is entitled to support and election in the present campaign. If successful, Mr. Baccaus hopes to have charge of public buildings and streets, a position to which his experience as a builder and contractor eminently qualifies him.

Philip Reilly, a realty dealer of Elmhurst, who has been spoken of as a likely candidate for one of the commissionership under the new charter today announces his candidacy. When seen by a TRIBUNE reporter, he said:

"My name has been frequently mentioned of late in connection with the office of commissioner at the next city election. While it is yet early in the campaign, I believe in justice to my friends in the different sections of the city I should announce my intention to be a candidate for commissioner No. 2.

"In entering this campaign I believe we have the most up-to-date charters of any city can boast, and the amendments are promised that will bring it still closer to the will of the people. It will have my hearty support.

"It has been freely admitted that the newly annexed territory played a prominent part in bringing this about. Those who are responsible for the unity feel justly proud of what has been accomplished.

"Every promise made has been kept in a manner satisfactory to the reasonable people. Slight delays and increased taxation in a few cases have aroused the ire of some of our people. It was not generally, but merely a few unfortunate circumstances.

"I have never had any political aspirations, nor would I now seek a commissionership. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This is not so for years in what is now known as Oakland is the requirement, together with a majority of the ballot rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy.

Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

out that Baccaus' record in the council is above approach, and that, if no other, he is entitled to support and election in the present campaign. If successful, Mr. Baccaus hopes to have charge of public buildings and streets, a position to which his experience as a builder and contractor eminently qualifies him.

Philip Reilly, a realty dealer of Elmhurst, who has been spoken of as a likely candidate for one of the commissionership under the new charter today announces his candidacy. When seen by a TRIBUNE reporter, he said:

"My name has been frequently mentioned of late in connection with the office of commissioner at the next city election. While it is yet early in the campaign, I believe in justice to my friends in the different sections of the city I should announce my intention to be a candidate for commissioner No. 2.

"In entering this campaign I believe we have the most up-to-date charters of any city can boast, and the amendments are promised that will bring it still closer to the will of the people. It will have my hearty support.

"It has been freely admitted that the newly annexed territory played a prominent part in bringing this about. Those who are responsible for the unity feel justly proud of what has been accomplished.

"Every promise made has been kept in a manner satisfactory to the reasonable people. Slight delays and increased taxation in a few cases have aroused the ire of some of our people. It was not generally, but merely a few unfortunate circumstances.

"I have never had any political aspirations, nor would I now seek a commissionership. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This is not so for years in what is now known as Oakland is the requirement, together with a majority of the ballot rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy.

Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

out that Baccaus' record in the council is above approach, and that, if no other, he is entitled to support and election in the present campaign. If successful, Mr. Baccaus hopes to have charge of public buildings and streets, a position to which his experience as a builder and contractor eminently qualifies him.

Philip Reilly, a realty dealer of Elmhurst, who has been spoken of as a likely candidate for one of the commissionership under the new charter today announces his candidacy. When seen by a TRIBUNE reporter, he said:

"My name has been frequently mentioned of late in connection with the office of commissioner at the next city election. While it is yet early in the campaign, I believe in justice to my friends in the different sections of the city I should announce my intention to be a candidate for commissioner No. 2.

"In entering this campaign I believe we have the most up-to-date charters of any city can boast, and the amendments are promised that will bring it still closer to the will of the people. It will have my hearty support.

"It has been freely admitted that the newly annexed territory played a prominent part in bringing this about. Those who are responsible for the unity feel justly proud of what has been accomplished.

"Every promise made has been kept in a manner satisfactory to the reasonable people. Slight delays and increased taxation in a few cases have aroused the ire of some of our people. It was not generally, but merely a few unfortunate circumstances.

"I have never had any political aspirations, nor would I now seek a commissionership. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This is not so for years in what is now known as Oakland is the requirement, together with a majority of the ballot rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy.

Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

out that Baccaus' record in the council is above approach, and that, if no other, he is entitled to support and election in the present campaign. If successful, Mr. Baccaus hopes to have charge of public buildings and streets, a position to which his experience as a builder and contractor eminently qualifies him.

Philip Reilly, a realty dealer of Elmhurst, who has been spoken of as a likely candidate for one of the commissionership under the new charter today announces his candidacy. When seen by a TRIBUNE reporter, he said:

"My name has been frequently mentioned of late in connection with the office of commissioner at the next city election. While it is yet early in the campaign, I believe in justice to my friends in the different sections of the city I should announce my intention to be a candidate for commissioner No. 2.

"In entering this campaign I believe we have the most up-to-date charters of any city can boast, and the amendments are promised that will bring it still closer to the will of the people. It will have my hearty support.

"It has been freely admitted that the newly annexed territory played a prominent part in bringing this about. Those who are responsible for the unity feel justly proud of what has been accomplished.

"Every promise made has been kept in a manner satisfactory to the reasonable people. Slight delays and increased taxation in a few cases have aroused the ire of some of our people. It was not generally, but merely a few unfortunate circumstances.

"I have never had any political aspirations, nor would I now seek a commissionership. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This is not so for years in what is now known as Oakland is the requirement, together with a majority of the ballot rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy.

Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

out that Baccaus' record in the council is above approach, and that, if no other, he is entitled to support and election in the present campaign. If successful, Mr. Baccaus hopes to have charge of public buildings and streets, a position to which his experience as a builder and contractor eminently qualifies him.

Philip Reilly, a realty dealer of Elmhurst, who has been spoken of as a likely candidate for one of the commissionership under the new charter today announces his candidacy. When seen by a TRIBUNE reporter, he said:

"My name has been frequently mentioned of late in connection with the office of commissioner at the next city election. While it is yet early in the campaign, I believe in justice to my friends in the different sections of the city I should announce my intention to be a candidate for commissioner No. 2.

"In entering this campaign I believe we have the most up-to-date charters of any city can boast, and the amendments are promised that will bring it still closer to the will of the people. It will have my hearty support.

"It has been freely admitted that the newly annexed territory played a prominent part in bringing this about. Those who are responsible for the unity feel justly proud of what has been accomplished.

"Every promise made has been kept in a manner satisfactory to the reasonable people. Slight delays and increased taxation in a few cases have aroused the ire of some of our people. It was not generally, but merely a few unfortunate circumstances.

"I have never had any political aspirations, nor would I now seek a commissionership. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This is not so for years in what is now known as Oakland is the requirement, together with a majority of the ballot rallies. The Fifteenth Club is located in the recently annexed area of Greater Oakland, where sentiment is strongly favorable to Baccaus' candidacy.

Councilman Baccaus is making a very active and apparently successful campaign in person, and evidences strongly indicate his election. It is being pointed

out that Baccaus' record in the council is above approach, and that, if no other, he is entitled to support and election in the present campaign. If successful, Mr. Baccaus hopes to have charge of public buildings and streets, a position to which his experience as a builder and contractor eminently qualifies him.

Philip Reilly, a realty dealer of Elmhurst, who has been spoken of as a likely candidate for one of the commissionership under the new charter today announces his candidacy. When seen by a TRIBUNE reporter, he said:

"My name has been frequently mentioned of late in connection with the office of commissioner at the next city election. While it is yet early in the campaign, I believe in justice to my friends in the different sections of the city I should announce my intention to be a candidate for commissioner No. 2.

"In entering this campaign I believe we have the most up-to-date charters of any city can boast, and the amendments are promised that will bring it still closer to the will of the people. It will have my hearty support.

"It has been freely admitted that the newly annexed territory played a prominent part in bringing this about. Those who are responsible for the unity feel justly proud of what has been accomplished.

"Every promise made has been kept in a manner satisfactory to the reasonable people. Slight delays and increased taxation in a few cases have aroused the ire of some of our people. It was not generally, but merely a few unfortunate circumstances.

"I have never had any political aspirations, nor would I now seek a commissionership. Personally I will meet as many of the voters as possible and assure them of the platform on which I stand. I will ask the co-operation of the improvement clubs and other civic organizations with the interests of their particular sections at heart.

"We can all boast of the place where we first saw the light of day. My proudest boast is that I am eligible for the office, and am an Oaklander by choice. The old bugaboos that it is necessary to have four years' residence in the city in order to be eligible have been removed. This

Buyers

Over 100,000 pairs of eyes are looking for your announcements in these columns. Your product given notice even in a small ad here, will make you one of the increasing number of business firms daily using these pages and fast becoming big

Sellers

ROOMS AND BOARD

(Continued)

THE AVONDALE, 634 28th st., near Telegraph—Rooms with private bath, also single; excellent board, no reference. TWO sunny rooms with board, one of which is phone and bath. 11th Street, 19th.

VERY desirable large front room, facing water; with or without bath. Vernon Heights; also small room. Oakland 7902.

WANTED—Young man to board, and have large front room; two telephones; car, house; \$22. Phone Berkeley 2227.

ROOMS AND BOARD WANTED—SCHOOL—A modest home for boy 7 years old, near Grant school preferred. \$12.50 month. Box B-679, Tribune.

WANTED—Room and board in private family by three students. Box 4232, Tribune.

CHILDREN BOARDED—ONE or two children to board; no other children required; doctor's reference. Address A-17, 16th st., Oakland.

SELECT HOME—Girls or boys trained. 478 26th st.

HOUSING FURNISHED ROOMS—At 913 16th, upper sunny furnished housekeeping rooms; reasonable; walking distance; adults. Phone Oakland 6170.

A FRONT above room; hot, cold water; and housekeeping rooms; \$2 week up. Arion, 915 San Pablo.

A NICELY furnished suite of parlors; also other rooms, reasonable. 1878 Franklin st.

A AAA—PEASANT housekeeping suites, \$10 to \$15; stove heaters. 1405 W st. st.

AT 806 Madison st. must fill house; name your rate; modern; children taken.

A LARGE front room for housekeeping, \$14. 601½ 11th st.

ROOM front suite, 2 closets, bath, laundry, \$35. 150. 1400 Castro, near 18th.

NEWLY furnished housekeeping apartments; reasonable; opposite 11th st. Cal, one room from Key Route. 100½ Telegraph, 9th st.

ROOMS, single or en suite; phone and bath. 533 11th st.

BUNNY, clean housekeeping room; running water, bath, phone, laundry; near S. P. 116. Myrtle near 8th.

TWO connecting housekeeping rooms; running water, stove, gas, electricity, separate entrance, bath, laundry, \$12. 11th and 8th; phone Oakland 6910.

THREE large, sunny, furnished connecting rooms for housekeeping; bath and m. 55 11th st.

TWO large sunny rooms, furnished complete for housekeeping; \$10 14th st.

THREE sunny, furnished housekeeping rooms; \$35. bath, electricity; \$13. 753 4th st.

TWO large furnished housekeeping rooms, \$15 per month. 906 West st., near local.

THREE rooms, furnished for housekeeping; adults. 651 33th st.

142 MAGNOLIA ST.—Three nice sunny rooms in lower 14th, parlor, bath, laundry, very reasonable.

1678 14th st., \$15. Sunny housekeeping suites, \$8 to \$15; bath, car, phone free.

HOUSES AND ROOMS WANTED—An up-to-date flat or room, walking distance to 14th and Broadway; \$100. See us about this at 4581 11th.

REALTY BONDS AND FINANCE CO., 111 11th.

APARTMENT TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT TO LET—An up-to-date flat or room, walking distance to 14th and Broadway; \$100. See us about this at 4581 11th.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.

EXTRA, ELEGANT, LATEST—Why pay rent when you can have your choice of the best \$2000 to \$6000 homes in Oakland, upon a payment of \$250 in cash and the balance on time.

PERKINS-SMITH COMPANY, 1 Piedmont ave.

ATTIC ROOMS TO LET—The Safeway, 1-2 and 3 rooms; new and modern; reasonable; no car fare. 228 San Pablo ave.

AT THE Bachelor Apartments—sunny suites and single rooms, newly furnished. 112 San Pablo ave.

APARTMENT of four, sum. or return; terms; private bath, heat. 800 14th st.

ALMA VISTA, 1411 Brush st.—Nicely furnished private room; close in; especially for housekeeping.

BEAUTIFUL and select 3-room flats; laundry convenience; adults. Athol ave. and Acton Place.

Casa Rosa Apartments—New, completely furnished; color scheme. 11th and 12th st., near 14th. 12th Market, opp. 15th; phone Oak. 4142.

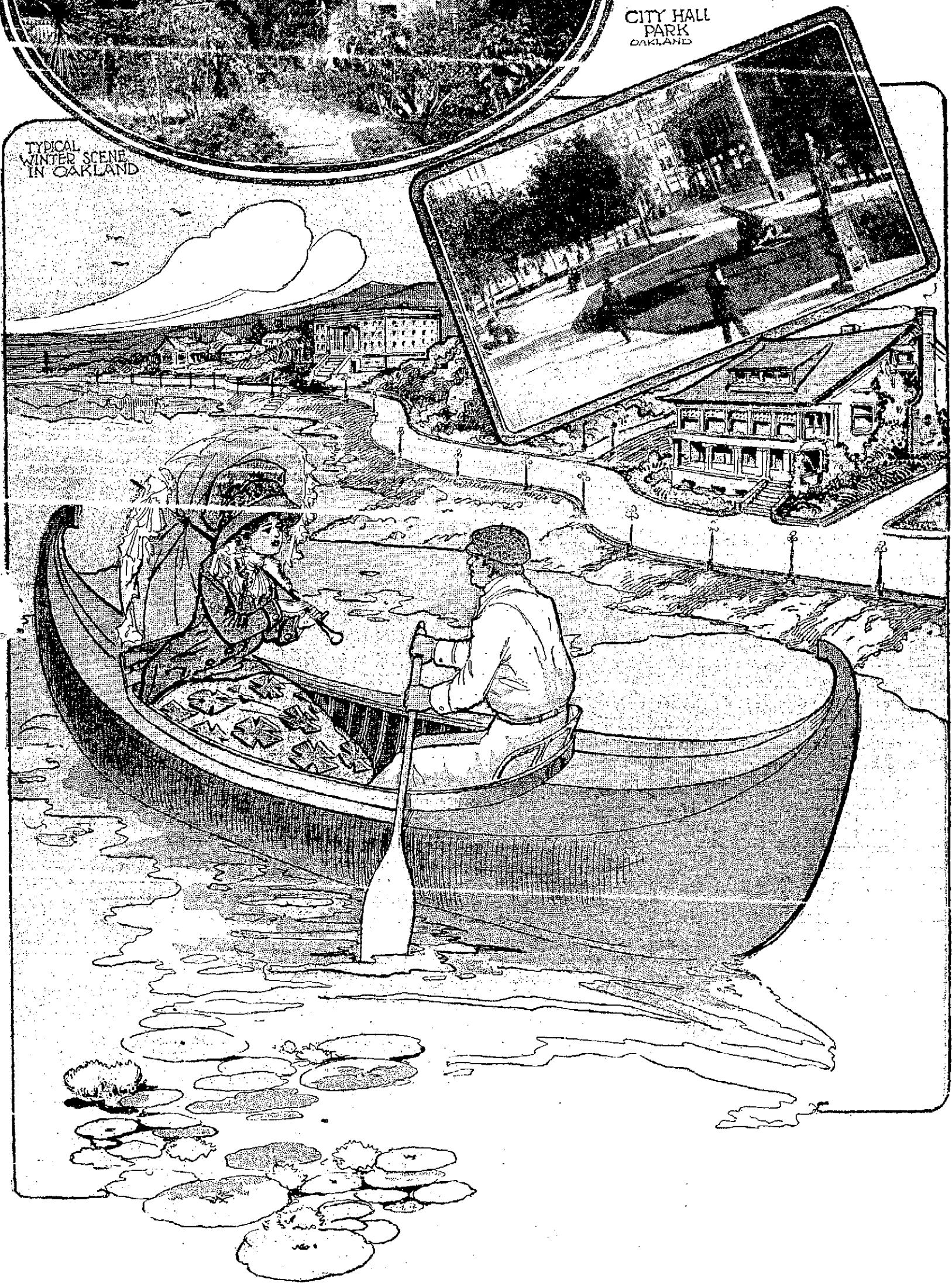
COZY apartments; free gas and lights. The Colorado, 533 33th st., near Grove and Telegraph; phone Piedmont 1068.</

ANNUAL NUMBER

*Oakland
Tribune*

CITY HALL
PARK
OAKLAND

TYPICAL
WINTER SCENE
IN OAKLAND



THE GREAT

CITY OF OPPORTUNITY

By TALIESIN EVANS



HE year 1910 was the most prosperous Oakland ever experienced. The year 1911 is full of promise of far greater progress and prosperity. It opens with the community in

possession of a much larger surplus wealth as a

reserve than it ever possessed before at any time

in its history, as is conclusively proved in the

enlarged resources of its banking institutions and

the increase in the volume of their deposits. The

trade of its merchants, the output of its industries

and the volume of its commerce grow apace

Oakland's Business Growth

Oakland is today the trading center of a population of at least a half million people, occupying a rich and productive contiguous territory. The trading field is, also, expanding with marvelous rapidity. While no merchant or manufacturer in Oakland had occasion to complain of any depression of trade in 1909, the volume of business transacted in 1910 is shown by a comparison of the clearing house reports of the two years to have increased 63.5 per cent. And in a comparison with the clearing house record of 1907, which was up to that time a record year in Oakland bank clearings, this city being then an asylum for over 100,000 San Francisco refugees who were being aided here to save and rehabilitate their disturbed trade and industries, the bank clearings of 1910 show an increase in business of nearly 13 per cent. The deposits in the Oakland banks on January 1, 1911, also show an increase of 12 per cent over the deposits in the keeping of the same institutions January 1, 1910.

These are facts and figures which will appeal eloquently to every thoughtful reader and must commend themselves as the best evidence of in

What Public Utility Corporations Did Last Year

• Constructed through the business center of the city the most perfect street railway track on the continent

Extended lines of street car system to serve a large population in the new sections

Tracks, power stations and car shops have been constructed as part of the new Southern Pacific electric railroad system that is being installed to serve the people of Oakland Alameda county.

Work on the waterfront terminal of the Western Pacific railroad has been pushed ahead and the terminal passenger station, ferry slips and track sheds have been completed.

Work has been begun on filling in the Key Route pier, where wharves are to be constructed on the north west waterfront.

Equipment of power and lighting companies has been completed by which hydro-electric power is transmitted from the Sierra through the largest trans-power station in the world to the homes, stores, mills and factories of Oakland.

Great distributing reservoir with capacity of 150,000,000 gallons to supplement system of water service

integral growth and financial, commercial and industrial progress.

Growth of Population

During the year 1910 the population of Oakland has continued to increase and the prospects are that the year 1911 will witness a greater influx of newcomers than has taken place in any past year, save that of 1906, when Oakland and other cities located on the eastern shore of the bay were suddenly called upon in the month of April to house nearly 200,000 of the stricken population of San Francisco.

To provide for the growth of population and the increased demands of business nearly \$7,000,000 was spent during the past year in the erection of new buildings and in the remodeling and enlarging older structures. A large proportion of this money was spent in the erection of homes for the year's increased population. Over \$1,000,000 more was spent in new construction than in the year 1909. The prospects for 1911 are strong that a vastly larger amount will be spent in new buildings than was spent in 1910.

Prospects of 1911

Extensive as have been the public and public-service corporation improvements carried out in Oakland during 1910, they are destined to be completely overshadowed by those of 1911, the plans for many of which have already begun to be put into effect. The closing days of the old year witnessed the organization of the second largest corporation ever created in California for any purpose, namely, the United Properties Company with a capitalization of \$200,000,000 headed by F. M. Smith, and in which all of the traction, ferry, pier and land properties controlled by him and all the watersheds, sources of water supply and hydro electric power sites controlled by William S. Tevis have been merged. This corporation has been amply financed for the expeditious development of all of the varied interests and properties merged into it. It is backed by an unlimited amount of foreign capital to be drawn upon as needed to carry out the extensive improvements on the western waterfront of Oakland and throughout Alameda county, for which purpose the merger was formed. These improvements constitute the reclamation of a vast area of tide lands on the western waterfront, the construction of wharves and docks in the Key Route basin, the extension of the Key Route electric railway system south into the Santa Clara valley and north to Sacramento, the opening up of the Realty Syndicate lands, and the utilization of the water supply and power producing properties in the Sierra and the Santa Clara county inner coast range included in the corporation's assets.

The development of the more important of the commercial properties will begin in earnest in a few weeks. These are the properties lying on the western waterfront of Oakland and the extension of the lines in the Key Route railway system.

Municipal Improvements

Concurrent with the carrying out of the waterfront improvements of the United Properties Company are similar improvements on a extensive scale by the city of Oakland, for the creation of a great basin and wharves for the accommodation of the largest ocean steamships afloat. The municipality has already taken the initiative in this commercial improvement by awarding contracts for the preliminary work to be carried out.

During the year 1911 the Southern Pacific company will complete the construction of the electric railway system which is now in course of development in Oakland, Berkeley and Alameda, and which will center in this city. It is estimated that the construction of this electric railway system will involve several millions of dollars.

The erection of a million dollar city hall and the completion of the Oakland (Bankers') hotel, now in course of construction, costing about \$2,000,000 and other big business blocks will also be conspicuous in the developments of the year 1911 in Oakland.

With such vast projects about to be carried out, Oakland cannot fail to be a scene of extraordinary business and industrial activity through the year. The progress it will be making will also attract capital for investment in it, and newcomers to make their homes in it, to share in its prosperity and to enjoy the incomparable salubrity of its climate.

What Private Corporations, Firms and People Did

The Hotel Oakland, to cost with furnishings \$2,000,000 has been carried to completion of structural work.

New Heeseman building on Clay and Thirteenth streets has been finished at a cost of \$200,000.

Two stories added to Oakland Bank of Savings office building on Broadway to cost \$350,000 has been brought to near completion.

Farmers and Merchants Bank building completed at a cost of \$75,000.

Started work on the new S. L. M. office building to cost \$500,000.

Work well under way upon the new Polytechnic College of Engineering.

Architects plans have been prepared and contractors bids asked for on the new Security Bank building and H. C. Capwell company's mammoth department store building, each to cost \$350,000.

The bank clearings of the Oakland bank for the year have increased fifty two per cent as compared with the preceding year.

Building permits issued in Oakland during year amounted to \$6,655,788.22, an increase of more than 20 per cent over the preceding year.



Roads and Automobile Drives That Are World Renowned

OAKLAND--ITS FUTURE

City is Being Builded and Developed to Embrace the Great Commercial Future Promised by Union of Rail and Ship

By MAYOR FRANK K. MOTT



NTHE story of the years, 1910 will have its place as that moment in which the destiny of Oakland as a great commercial city stood revealed to all her people. Prophetic vision was required a decade ago to see the achievements of today in the promise of 1900. But the dream of the seer is not necessary today to forecast Oakland's future. It is an open book in which all may read.

Every city symbolizes in concrete form some great idea. Oakland has been called the Athens of the West. She might equally well have been called the Carthage of the Pacific, for her commercial destiny is no less assured than her cultural supremacy.

It is better today that we should forge out a future that does not look to the past for a counterpart. Oakland is upon the threshold of her greatness, and that idea which she is to symbolize in the concrete achievement of the future is striving for full expression in the work of our hands today. It is today that we dare put that idea into words. It is today that we may declare that Oakland shall stand as the symbol of something different from the achievements of the past, and worthier than the mere examples of a bygone age.

Era of Unexcelled Prosperity.

Oakland shall symbolize the union of commerce and culture. Her work shall be the expression of a new ideal, the ideal of a great modern city. This city is entering upon an era of unparalleled prosperity. The wonderful growth of the sister cities of Liverpool and Manchester, as industrial and commercial hives of toil, is destined to be repeated. But the commercial step is not to be taken here without due thought to the guarding of the city from falling into the reckless pursuit of an exclusively business purpose.

The destiny of the city is apparent today. It becomes successively clearer as month follows month that a great future was inevitable for a city situated as this city is situated, but it is only now that we are sure of our place and our future, and stand ready with the faith to grasp the opportunities that are presented to us.

The commercial aspect of the case is expressed in the significant terms, rapid transportation and the union of rail and ship. It is also expressed in the topographical map which shows three, and perhaps

four, great transcontinental lines centering in Oakland, and half a dozen smaller lines feeding into this city from a magnificent back country and making this city a distributing point.

Terminal of Three Big Railroads.

The fact that Oakland is the terminal for at least three of the great transcontinental paths of steel and steam assures her prosperity in itself, but there is another factor that is of no less moment. This is the possession of the most superb harbour in America, a harbor upon the ocean that is marked as the theater of trade for the present century.

The Oriental is at the very door of Oakland, and by the opening of the Panama canal, the great Pacific is yoked with the Atlantic to bear the burdens of a world commerce. Oakland stands in the strategic position to make the most of that world commerce.

That her citizens have grasped the possibilities of this municipality is evidenced by the unanimous favor with which the harbor bond proposition was met. Oakland as a municipality stands committed to the project of harbor development, a project that entails the ultimate expenditure of no less than \$25,000,000.

But the masters of finance have been beforehand in estimating the promise of an unequalled location. It is not an idle boast, but a matter of cold figures that Oakland is to be the distributing point in not more than a decade in the expenditure on a conservative estimate of \$100,000,000 in improvements, improvements that will attest the foresight of man within a radius of ten miles of the City Hall.

It may be well to justify this statement by pointing out a few significant items in this hundred million dollar bill.

Twenty-five Miles of Waterfront.

Oakland has twenty-five miles of waterfront, the clearance of the title to which has been finally attained in the year 1910 after almost half a century of warfare. This waterfront is an asset for commercial and industrial purposes.

Upon harbor improvement the municipality will spend in the immediate future \$2,500,000, provision for which has already been made. But the waterfront development in any adequate form will require at least \$25,000,000. The federal government will aid with an appropriation approximating \$1,000,000.

This gives promise of a great harbor, with docks and wharves and shipping facilities of the highest order. A belt line railroad, assuring cheap transportation, is a part of the project. We have at present many acres of unimproved land on the waterfront, giving the opportunity for the establishment of great factories. The dredging of the Key Route basin and creating of that part of the great harbor will give the city over 400 acres more land of the most valuable waterfront section in the city.

In co-operating with the city in the development of the Key Route basin the San Francisco, Oakland and San Jose railroad, better known as the Key Route, proposes to expend \$5,000,000. The Western Pacific

has promised several millions in developing the franchise recently granted that corporation on the waterfront, and the Southern Pacific is to spend a large amount on the similar waterfront franchise.

Extensive Suburban Lines.

In bringing the bay cities into the closest communion of interest and sympathy through the miracles of rapid transit, the Southern Pacific has outlined a loop electric system of suburban lines, gridironing this city and its environs, to cost \$10,500,000.

Added to these there is the prospect of the coming of the Great Northern, and the absolute surety of the opening up of the territory back of the hills by the Oakland and Antioch railroad. Unheralded and almost unnoticed, this company, backed in a measure by eastern capital, has laid its plans to bring the back country into close touch with Oakland by means of an electric freight and passenger line through the Tunnel Road. Tunnels are already laid from Antioch to Bay Point, and rights of way have been obtained from Bay Point to Lafayette. The company plans to spend at least \$1,000,000 in bringing the road into Oakland.

So much for transportation. Extension and renewal of the water supply system is a positive necessity within a few years, and by whoever financed, this will not represent an expenditure of less than \$4,000,000 or \$5,000,000. We have also to consider the building operations, including the \$1,000,000 City Hall, and the Bankers' hotel for a like sum. A number of other buildings, among them H. C. Capwell's new structure, the Security Bank and Trust skyscraper for Eleventh and Broadway, the Realty Syndicate, and several others, will bring another \$1,000,000 to help in the grand total.

Immense Building Record.

Building operations in the city for the past twelve months have represented over \$6,000,000. It is unthinkable that this will not be increased during the coming years, making assurance doubly sure in forecasting the investment of capital amounting to \$100,000,000.

This is in some measure an estimate of the commercial future of the city. This year has made possible such a forecast, but it has also made possible a prophecy concerning the cultural promise of the coming decade. The passage of a charter this year embodying the most enlightened principles of municipal government has made possible not only the placing of the administration upon a better business basis, but also the orderly pursuit of those branches of civil polity so dear to the heart of the theorist and reformer. Parks and playgrounds, museums, schools and public gathering places are heralded in the progressive spirit of the new charter, and in the continuance of those projects for civic beautification and cultural improvement which have been initiated in the past year.

With these clear prospects for progress and prosperity, for the creation of a clean and cultured community, supported and broadened in its import and its interest by commerce in the affairs of the world, Oakland bids its welcome to the New Year.

NO BOOM INFLUENCES MAR REALTY MARKET

Climatic Conditions, Splendid Suburban Service and Recognized Possibilities Make City a Mecca for Homeseeking People and a Factor for Investors



HE Oakland real estate market has been absolutely free from all boom influences during the year 1910. Not a ripple of excitement has stirred its surface. Everything about has been pursuing its way on an even tenor. It may, therefore, be described as being a perfectly healthy and normal condition. And yet there has probably been as much money handled in realty trading during the year as during any corresponding period in the past. The market has, therefore, been in a uniformly healthy tone.

The books of the county recorder constitute a reliable index of the condition of the realty market. There have been times during the past five years when the business of the office was abnormal, as the natural result of a sudden influx of population following the disaster which befell the city of San Francisco in April, 1906. But the financial slump in Wall street, New York, put a stop for a period of several months to all trading in Oakland realty, as it did to all real estate trading in every city in the country. Oakland was the first city in the United States to get back to normal conditions, and that without suffering any setback in land values. Once confidence in the money centers was restored, Oakland's real estate market was promptly responsive, recovered its buoyancy and values have since steadily advanced, particularly in the business center and in the foothill territory which has been thrown open to settlement during the past two or three years. The business center has at all times since April, 1906, been congested, and the congestion in every successive year the more noticeable notwithstanding the fact that it has also been steadily expanding. The demand for suitable modern, up-to-date structures located in the central business district is greater today than it has been at any time during the past three years. Realty values have, therefore, continued to advance without abatement. And today, the frontage values of property located in the heart of the business center of Oakland are on a par with the choicest and most gilt-edged business property in the city across the bay when the revenue producing ca-

pacities, which is the true basis of computing property values, is considered.

Frontage Value Sales Increase.

All realty sales consummated during the past year show increasing frontage values.

That realty values in Oakland and its sister cities should have made such a big advance in late years is attributable to well known causes. In the first place, the calamity which befell San Francisco in 1906 made Oakland the place of refuge of its houseless population and the place where its wrecked business firms had an opportunity where they could retain their trade connections and rehabilitate. The conditions created by that seismic catastrophe and the greater disastrous results by fire which it created and the comparative freedom of Oakland from the calamity, diverted public attention to Oakland as the natural trading point on the mainland and gave those who sought refuge here the first opportunity they had ever had of the advantages attainable for economical and profitable trading which they had ever experienced, and the superior advantages in the matter of climate and otherwise which this side of the bay possesses for residence purposes. Tens of thousands of those refugees realized for the first time in their lives that Oakland has a climate more congenial, more uniform in temperature, total freedom from the sudden and violent changes in temperature which are so trying on the San Francisco peninsula, and, therefore, ideal for residence purposes, and that business can be transacted on this side of the bay on a far more economical and more profitable basis. These discoveries naturally resulted to Oakland's profit, and they had the natural and rational effect of advancing Oakland's property values in reasonable measure but, as has been misrepresented in the effort to counteract the result, in an unreasonable inflation of values. Realty values are today, with all the advance that has taken place since 1906, lower than those of any commercial city on the continent of equal population, equal trading facilities and equal conditions and prospects.

Trading Population of 500,000.

Oakland ceased to be the bed chamber of the

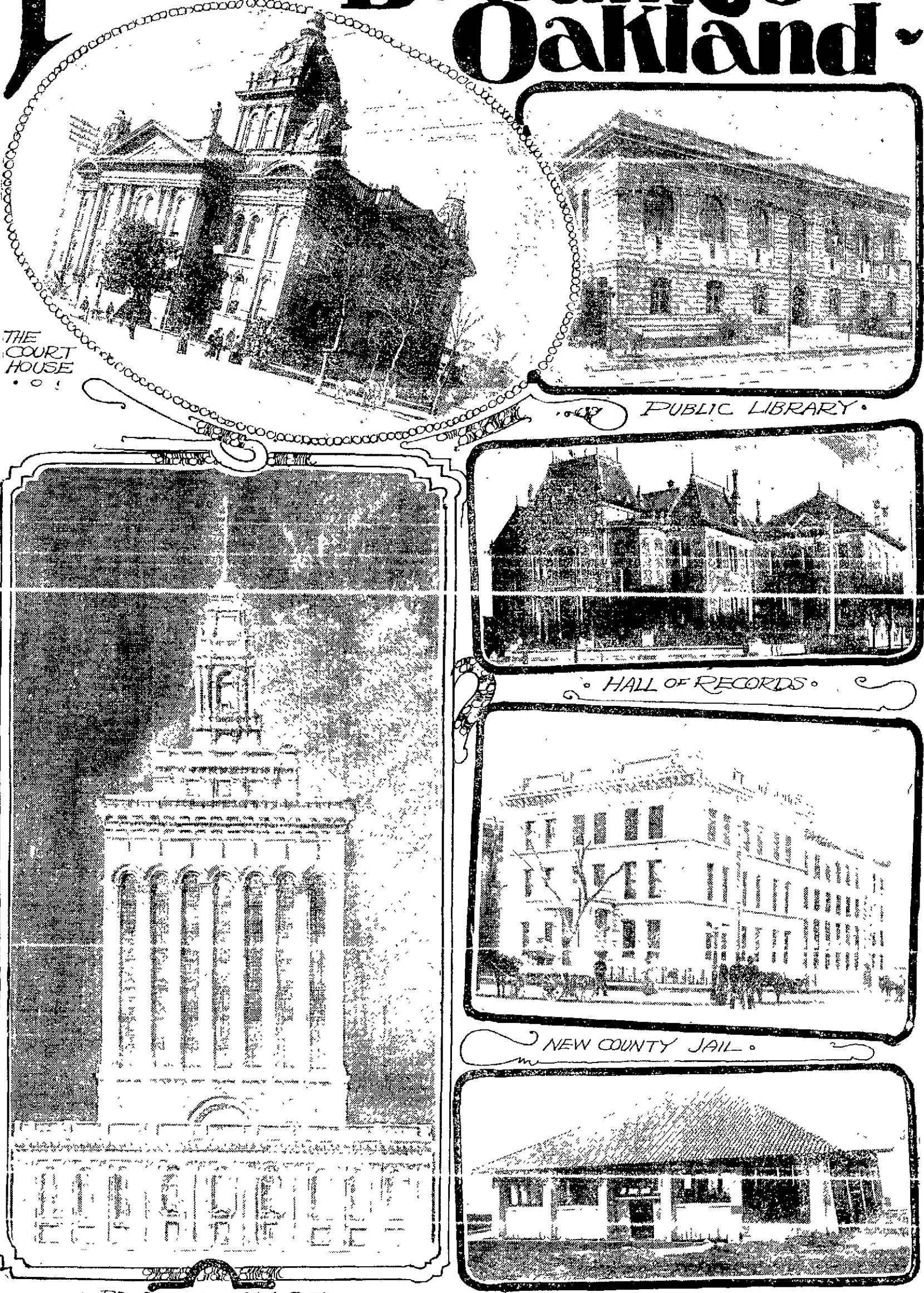
metropolis five years ago. It has become an independent commercial entity. It has spent during that period over \$34,000,000 in the expansion of its business and residential quarters. It has added threefold to its population, no matter what the United States census may misrepresent to have occurred since the year 1900. It has a direct trading population of at least 500,000, embracing not only the entire population of Alameda county, but embracing a large proportion of the population of the northern bay and the San Joaquin Valley counties, and the proof of it is found in the fact that its chief retail and wholesale business houses are flourishing and doing business in premises which they own, while their rivals elsewhere are handicapped by paying high rents and the loss of an irretrievable patronage.

Another factor in the advance of realty values in Oakland has been the policy of self-improvement which Oakland has adopted and the consolidation within itself of its suburban settlements which were before a part of it in everything except in name and legal form.

Realty Deals Steadily Increase.

Since 1906 Oakland has regained control of its waterfront through the agency of a new transcontinental railroad making it mainland terminus. And after acquiring such control it has proceeded in an intelligent way to improve that waterfront at its own expense and may utilize it and that the municipality may in future enjoy the revenues accruing therefrom. Approximately \$2,000,000 is being now spent in the development of nearly 10,000 linear feet of the commercial waterfront for use by the largest ocean going vessels afloat, and the foundation is thus being laid for the future development of twenty-seven miles of available commercial waterfront, or a larger commercial waterfront than any city on the Pacific coast can possibly develop. And aside from every other consideration these facts furnish conclusively the reasons for the advance of realty values in Oakland, outside of the influence of the expenditure of untold millions by public service corporations operating in Oakland for the betterment of their properties in anticipation of its future growth.

Public Buildings of Oakland.



Millions for Improvements: City and County Administration

EDUCATIONAL PROGRESS

School District of More Than 76 Miles in Extent With Plans to Complete Scheme of Modern Requirements

By CITY SUPERINTENDENT OF SCHOOLS J. W. McCLYMONDS



OAKLAND school district contains today 76.7 square miles. Originally we had 24 square miles of territory, which was increased 26.7 square miles by the addition of the newly annexed territory.

The history of the schools that were annexed is interesting.

Number of school districts annexed, seven; number of schools annexed, seventeen; total number of teachers in district when annexed, 108; total number of pupils in district when annexed, 4342; annual salary of teachers in annexed district in year of annexation, \$96,115; total number of teachers in annexed district today, 119; total annual salary paid to teachers of annexed district today, \$132,385; salaries paid janitors in annexed territory prior to annexation, \$9,640; there are four more janitors in

the annexed district on account of four new schools having been opened; the total salaries paid janitors is \$13,640; cash received from all of the annexed districts from date of annexation until close of fiscal year, June 30, 1910, \$227,022.63; the Board of Education of the city of Oakland spent during that time, out of the moneys received, the sum of \$172,200.25; leaving a balance on hand June 30, 1910, of \$54,822.38. Of the sum \$172,200 spent in annexed territory, \$33,500 was for needed improvements therein. Since the close of the fiscal year June 30, 1910, there has been spent in the annexed district for improvements the sum of \$75,500.

Playgrounds a Popular Issue.

What Oakland owes the newly annexed district:

1. That adequate playgrounds be provided for all schools already organized.
2. That we now provide for playgrounds for the future needs of this territory.

Nothing will pay better as an educational investment than the securing of adequate school sites and playgrounds now, when the same can be purchased at a reasonable price and can be secured in proper locations. Most of the sites of the annexed territory were purchased without any thought of large school buildings. Certainly there was no thought of building a city around the school property when it was purchased, and with few exceptions, these school sites are inadequate for the accommodation of children of densely populated sections.

The city of Oakland owes it to this annexed terri-

tory to extend manual training to every section of the district. Manual training has already been installed in nearly two-thirds of this district.

Health Department Work.

In August, 1909, the department of health development and sanitation was established in the Oakland school department. Dr. N. K. Foster was appointed director, and the services of two nurses were secured.

The purpose and aim of this department is "to teach the rising generation how to avoid sickness and to repair the defects which are the results of violation of health laws in the past."

By far, the greater work of the department is educational, to the end that the children may know something of the building of a home and of the conditions necessary to afford the best possible guarantee for health. Through the work in the cooking department of the schools, the children are taught as to selection and appropriateness of foods. Food values enter largely into this work.

The planning of the home is taken up from the standpoint, first, of health; second, from an artistic point of view. Several branches of the school work tend toward the successful planning of a home—the departments of drawing, of health development and sanitation, and of domestic science.

Parents Eager to Assist.

Some difficulty was first experienced in the work of the department of health development and sanitation, in that parents did not quite understand the purposes of the work. Some parents questioned the right of the school to interfere in any way with the care of the physical condition of the child. However, though the work of the department is new, we have had little trouble in securing the co-operation of the parents in its administration. Indeed, nearly all the parents welcome the advice given, and often come to the physician to consult in reference to the welfare of the children. It is not the function of this department to cure disease, but to prevent it, and to point out any needed medical or surgical attention, and to advise the parent to seek out the family physician for consultation.

The work of this department has increased rapidly, until at the present time we have six nurses. The work taken up at first was with those children who, to the casual observer, needed special attention. With these cases of urgency out of the way, the department is now giving careful attention to each individual pupil in the schools.

Health Among the Pupils.

The following statistics may prove of interest: Number of children examined the first year 1905. Number of children referred to parents as needing aid, 1868. Of the 1868, number of pupils with defects in vision, 641; number of pupils with defects

in teeth, 625; number of pupils with defects in breathing, 369; number of pupils with diseased tonsils, 369; number of pupils with diseased glands, 327; number of pupils with adenoids, 290; number of pupils with defective hearing, 282; number of pupils having malnutrition, eighty-seven; number of pupils having skin disease, twenty; number of pupils having defective heart, eleven; number of pupils having defective orthopedic, nine; number of pupils having defective heart, seven; number of pupils having defective lungs, seven; number of pupils having defective palate, four.

Keep in mind, however, that only the children who were known to be defective were examined. If all the children had been examined, no such percentages of defects would have resulted.

We want to acknowledge the great service rendered the department by the opticians, and by the professional work of the doctors, dentists and oculists.

New School Bond Issue.

If we are to maintain our school in the best possible shape, it is necessary at once to provide additional room and grounds. Nothing can be more apparent than the fact that the high schools of this city are inadequately housed. The Manual Training and Commercial High school, at Twelfth and Market streets, cannot possibly render the aid to the children of the city that it ought without new buildings and new grounds.

The Oakland High school is overcrowded. We are now occupying for school purpose three or four basement rooms. They are unfit for school use, being lacking in ventilation, heat and light.

The Fremont High school also is full to the limit. The proposed bonded indebtedness provides for the purchase of two new high school sites, for the erection of a new Manual Training and Commercial High school, and for the construction of two large additions to the Fremont High school; also enlarged grounds of same. When this is done, Oakland ought to be well provided with high school accommodations.

The overcrowded condition of the grammar schools in many sections of the city is just as apparent. Take, for instance, the section of the city at Thirty-ninth and Market streets, where there is the new Longfellow school building at this point, two rooms in the basement and three outside rooms. Two large additions to this building are very much needed, and provision has been made in the bond issue for same.

The same is true of the Washington school. Additional room in this building is, if possible, even more urgent than in the Longfellow.

The annexed territory as referred to above is in great need of increased school facilities and playgrounds. It is understood, however, that this matter will come regularly before the Council at an early date and will be presented to the voters of the city for their consideration. The case is so urgent that I am confident when the facts are presented to the city there will be no difficulty in securing the bonds for the needed improvements.

CITY MEETS ALL MODERN REQUIREMENTS

New Administration Buildings, Up-to-Date and Scientific Streets, and Other Permanent Additions Under Way to Complete Scheme of a Model City



THE history of the current fiscal year will be no less remarkable because of the large expenditures and gigantic activities provided for by the \$3,500,000 bond issue of last year, than because of the expenditures extraordinary provided for in the regular municipal budget. Oakland citizens, gazing upon the work under way, the results achieved, and the tasks outlined by the present city administration, return to their personal affairs with the sure satisfaction that they are "getting their money's worth" out of the money paid to the city in taxes, whatever may become of that paid out to the state and county.

With the opening of the new year, the city sees work under way along the waterfront, in the heart of the city in the form of the new City Hall, and in every section of the municipality taking shape in streets, firehouses, schoolhouses, increased street lighting and additional parks and playgrounds. Much of this has been provided for by the bond issues, but in addition to this the tax levy proper carries a host of improvements not included in regular maintenance that will be permanent betterments in the community.

New Charter Soon Effective.

The year to come will be one of transition in the Oakland commonwealth. Not only is a new charter to be tried out in all its experimental features, but the very housing of the municipal administration will be under construction, and the departments which are working out their places in the new system of municipal government will be taken care of in rented buildings, and with the sound of the hammer and the riveting machine not so far distant but that a sense of the transitory nature of their position will be ever present to make more difficult the readjustment.

The problem of housing the municipal departments is one of no mean difficulty. The old historic barn that has graced the central plaza of the city will remain standing for the coming year, while beside it, just to the west, is reared the majestic edifice that will form the center of municipal life for half a century to come. But in the old building there will not be the

life and activity that has made it hum like an old beehive for many months. For, with the exception of the prison, the police department, the courts and the night meetings of the city council, it will be a deserted pile.

Housing the Departments.

Accommodations for the main departments, from the city clerk to the board of health, will eventually be provided in what is to be known for the coming twelve months, and perhaps for longer, as the City Hall Annex, but which will contain the main departments outside of the police department. This is the big furniture building on Broadway near Eighteenth street, the Braley-Grote building, which the city has leased pending the completion of the new \$1,000,000 City Hall.

This has been materially remodeled, and already houses the Board of Education, Board of Health, Engineering department, Park and Playground Commissions, auditor, assessor and tax collector, part of the city attorney's office, street department and some minor offices.

Waterfront Improvements.

In addition to the achievements provided for in the bond issues, and now under way in the form of the creation of a great harbor in the Key Route basin, and another in the estuary, in the building of a great municipal edifice, in the purchase and beautification of a chain of parks that will make Oakland second to no city in the United States in this regard, the city administration has undertaken a number of betterments to be put through this year for the permanent improvement of the community, provided for out of the general tax levy, and made possible only by the heroic determination of the present city administration to leave behind it solid monuments to bear witness to its devotion to the great city now in the making.

These betterments were made possible by an increase of the tax rate by 8 cents. This increase covers in part the increase in the running expenses of the city, made necessary to meet bond interest and redemption fund, occasioned by the recent bond issue, but also provides for betterments pledged to the citi-

zens by the council and Mayor Mott. It also provides for the expenses incidental to the framing of a new city charter.

Is Remarkable Financiering.

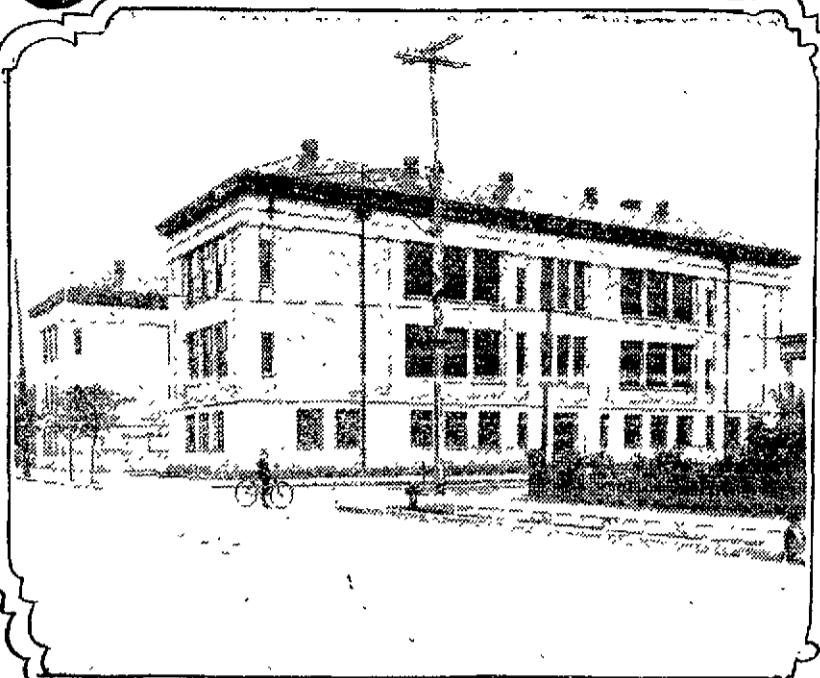
According to City Auditor George E. Gross the setting aside in the municipal budget of sums aggregating \$347,975, for permanent betterments and expenditures extraordinary, is a remarkable achievement not paralleled in any other city on the Pacific coast, and not paralleled in any city in the United States of the same size. The annual budget has provided revenues amounting in the gross to \$1,745,800. Of this the following sums have been set aside for improvements not included under running expense or maintenance. Storm sewers \$35,000 Culverts 10,000 Sewers 17,000 Street Work—Twelfth street dam, East Eleventh street extension, Broadway and Webster street crossing, East Fourteenth street asphalt crossings, Second street brick pavement 33,000 High pressure salt water system 25,000 Street openings 2,650 Partial payment on Merritt property (at Wullows) 20,000 Partial payment on Mosswood park 20,000 Annual payment on Adams property, Thirteenth and Oak streets 17,250

New Fire Houses—Thirteenth avenue and Hopkins street 13,000 Elmhurst 13,000 Dover street 6,075 Lot in Alameda for fire house 1,000 Lot on Chestnut street for fire house 2,000 New fire apparatus 34,500

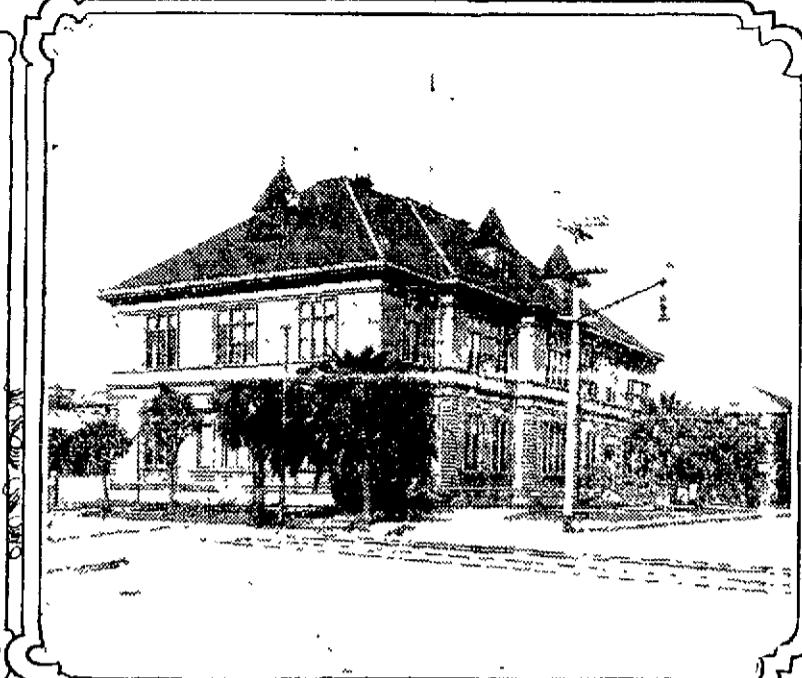
New police officers (20 men to be appointed this month) 12,000 Automobile for police department 3,600 Advertising new charter 21,000 Charter elections 12,000 Freeholders 3,000 Dredging estuary 6,500 Firemen, annex (1909), and permanent houses 40,000

Total \$347,975

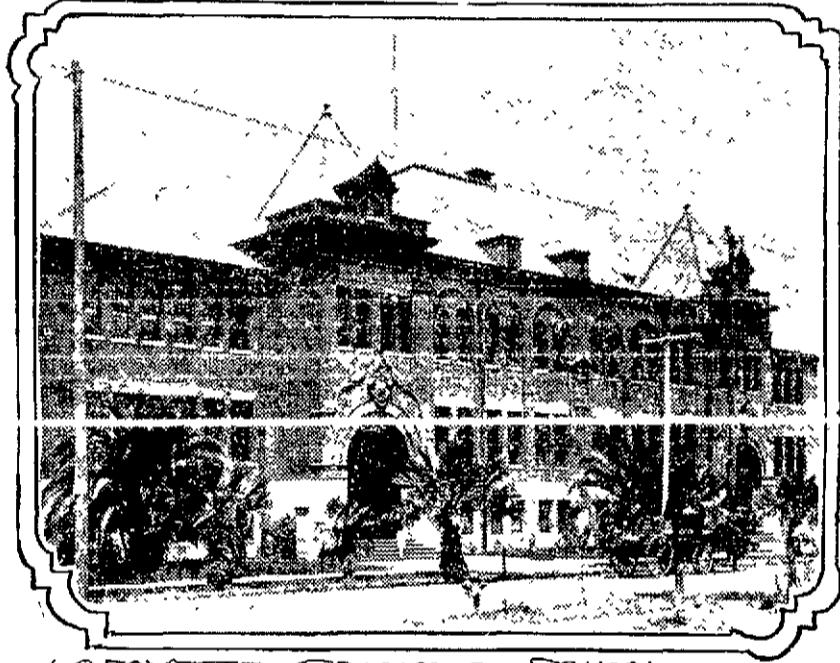
OAKLAND'S PUBLIC SCHOOLS



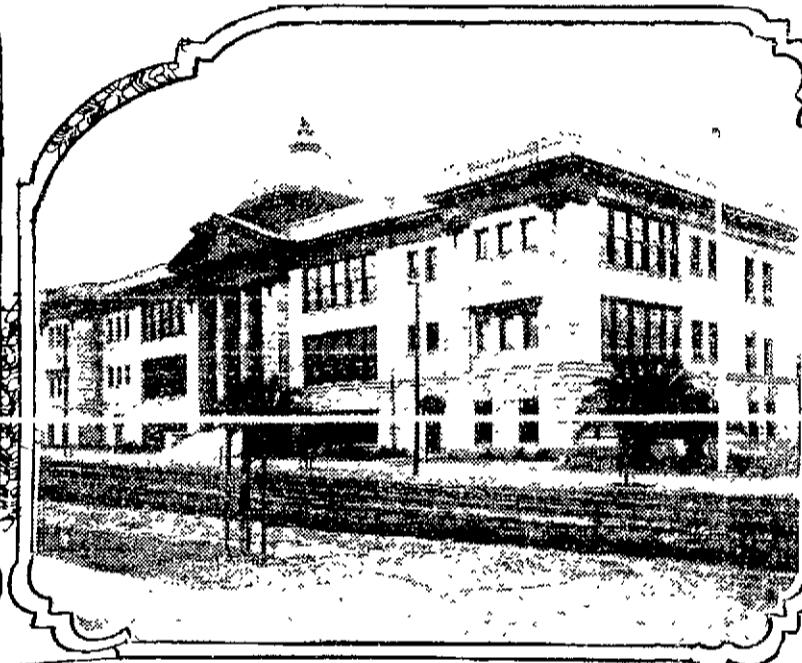
LINCOLN GRAMMAR SCHOOL



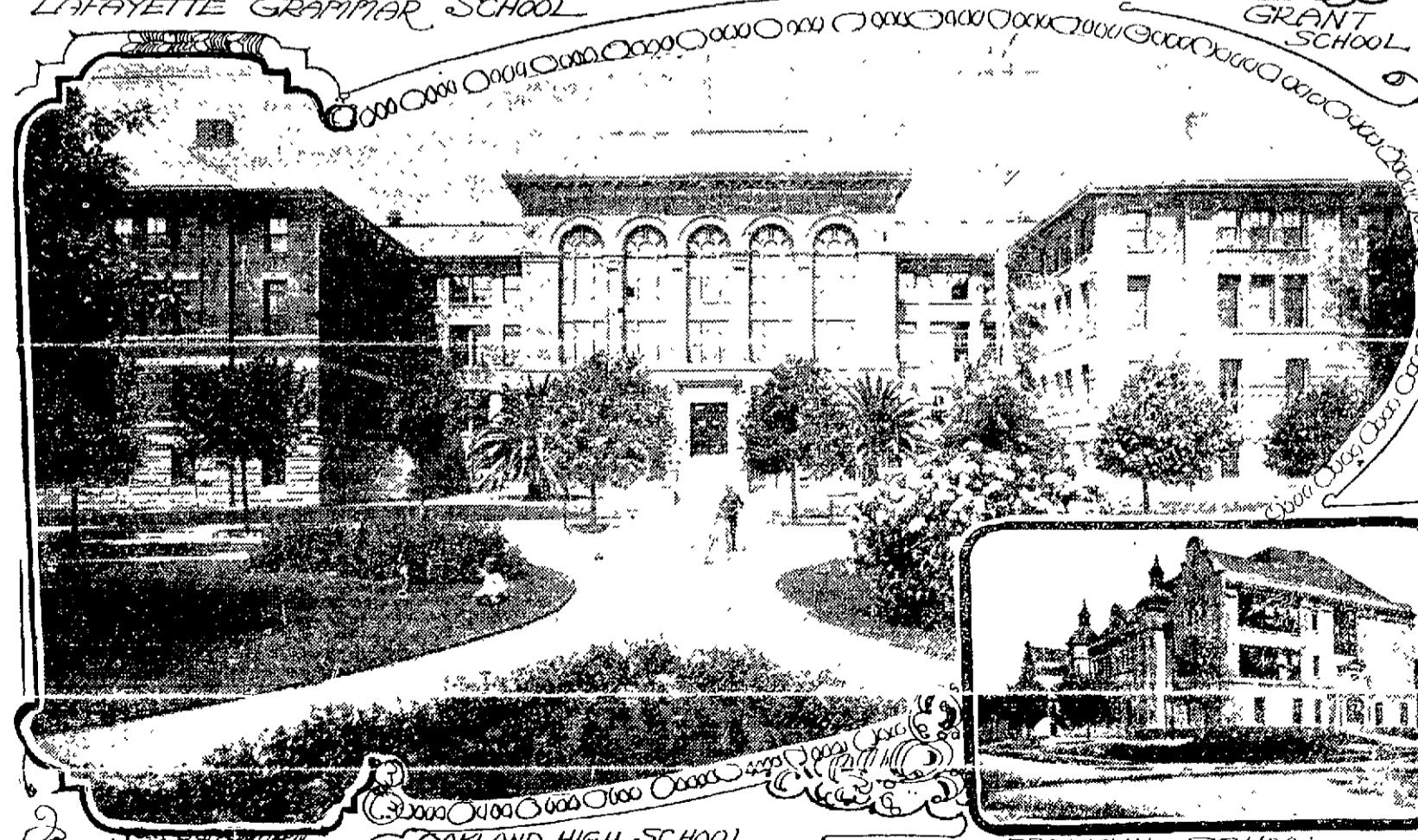
MANUAL TRAINING AND COMMERCIAL HIGH



LAFAYETTE GRAMMAR SCHOOL



GRANT SCHOOL



OAKLAND HIGH SCHOOL



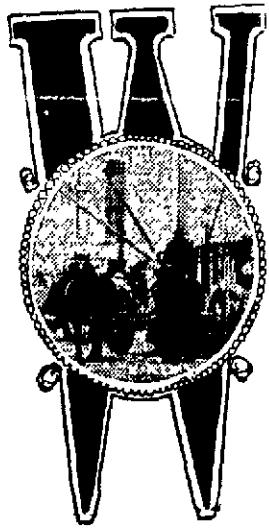
FRANKLIN SCHOOL

Every Advantage Offered by Modern School System

EIGHT MILES OF DOCKS

Harbor Contains 27 Miles of Waterfront Tapped by Four Transcontinental Lines and Dotted With Factories

By DANIEL H. BRADLEY



AMOUNTS to four and one-half miles. In other words, there will within the next three years be improved and utilized for commercial purposes twice the length of waterfront on the Oakland inner and outer harbors than is now improved and utilized for commercial purposes by San Francisco.

Plenty of Room for More Wharves.

When this has been done Oakland has by no means exhausted her available room for building wharves, warehouses, belt railroad lines and facilities and appliances for handling freight to and from ocean and river craft.

The south shore of the estuary next to Alameda will still remain to be counted in, and the Alameda bay shore, the shore north of the Key Route pier, and the shore of the outer bay will remain to be utilized as the increasing commerce demands.

While it will probably be many years before all of the twenty-six miles of available waterfront on the bay and estuary within the limits of the city of Oakland will need to be utilized, when that time does come, Oakland will be equipped with more miles of usable wharves than any city on the continent with the exception of New York.

The people of today are, however, more interested in the matter of what portion of the Oakland harbor is to be made available for commercial use before the opening of the Panama canal than with the possibilities of the next twenty years' development. In other words, the waterfront that is of interest now is that portion that is to handle the goods and wares of the men who are now in business.

A brief study of the map will aid the reader to get a clear understanding of the work being done on the harbor.

Inner Harbor and Waterfront.

The Oakland harbor is divided by the government engineers for the purposes of description into the inner harbor and west waterfront.

The inner harbor of Oakland consists of the estuary of San Antonio, extending from the tidal canal to the bay of San Francisco. The terminal wharves of the Alameda branch of the Southern Pacific and Western Pacific mark the mouth of the estuary.

The estuary from the mouth to the Brooklyn basin is approximately four miles long, and the channel dredged around the Brooklyn basin adds two miles more to the north shore line of this inner harbor.

From the mouth of the estuary to Oak street, three thousand feet west of Brooklyn basin, the government surveys provide for a depth of twenty-five feet between bulkhead lines, with a width of channel 300 feet. From Oak street to the basin the depth of the channel is seventeen feet and surveys for twenty-five foot depth have been approved. The channel around the outer edge of the Brooklyn basin is dredged to seventeen feet.

Forty of Largest Industrial Plants.

Along this estuary are grouped more than forty of the largest industrial plants of the Pacific Coast region. Among these the shipyards of the Moore and Scott company, the Southern Pacific and the United Engineering Works are equipped with docks for handling the largest sized vessels.

The investment of the industries in permanent improvements along the estuary is estimated at more than \$15,000,000.

The tonnage handled, exclusive of the ferry business, on the estuary amounts to more than a million and a half tons per annum.

Entirely wharves have been constructed along this inner harbor, though no more than a small fraction of the capacity has been utilized. The city of Oakland has let contracts for the construction of 2900 lineal feet of quay wall wharves along the central portion of the north side of the estuary.

The waters of the inner harbor of Oakland are always quiet, even in the time of storms that fret the outer bay.

Terminals of Five Railroads.

The west front harbor of Oakland consists of the bay shore from the mouth of the estuary to and including the Key Route mole. Along this west water-

front are located the deep water terminals of the five trans-continental railroad lines that reach this part of the coast.

Preparations are being made to develop the whole of the west waterfront and plans for the expenditure of several million dollars have been perfected.

It is difficult to segregate the traffic handled over the Oakland wharves from that credited to San Francisco, as the custom house on the east bay shore is a branch of the main office. Figures collected, however, show that in addition to the estuary traffic which has been referred to, there was passed over one wharf on the west front, the Long wharf, during the twenty-four months ending June 30, 1910, imported merchandise to the amount of 115,674 tons.

Oakland enjoys the unique distinction among Pacific Coast ports of having the control, ownership and regulation of its waterfront and wharves in the hands of the local municipal government. Where the ordinary rule among Pacific Coast ports is to have the harbor commissioners appointed by and responsible to the state executive, in Oakland the state authorities have absolutely no control over or word in the management of the waterfront.

Advantages of Local Control.

One advantage of this local control is readily seen. The business of waterfront management, the regulation of dockage fees and the allotment of locations on the waterfront as well as the expenditures for permanent improvement, are at Oakland in the hands of men who are directly interested in the building up of Oakland business. As city officials the members of the Oakland harbor board are directly responsible to the business men whose interests they must look after or be called to account.

The north shore of the estuary; the west waterfront between the estuary mouth and the Key Route basin; all the shore of the Key Route basin between the Oakland mole and the Key Route pier comprises that portion of the Oakland waterfront on both inner and outer harbor that is to be at once developed. A statement has been made by no less an authority than the commissioner of corporations in his report to the secretary of commerce and labor, "that the three trans-continental roads will have virtual control of all the practical waterfront except that owned by individuals." This statement so deliberately made in an official document presented by a government official is challenged by the mayor and city engineer of Oakland. In support of their challenge of the correctness of Commissioner Smith's statement the Oakland city officials submit the figures showing the ownership along the whole of the waterfront on both inner and outer harbor.

40,890 Feet Bulkhead Line.

Commencing at the tidal canal, which connects the estuary with San Leandro bay, running along the north shore of the estuary, thence along the West Oakland waterfront to the Key Route pier, the bulkhead line measured approximately 40,890 feet, or a little more than eight miles. Of this the city of Oakland owns and controls 20,730 feet, or about four miles, and the right to ownership of the abutting tide lands is in question along 8000 feet, or a little more than a mile and a half. This disputed territory is that including the so-called Stratton grant which the legal representatives of the city have held to be null and void so far as conveying title to the claimants is concerned. This leaves two and one-half miles of the total eight miles in the possession and control of railroads and private persons.

The detail of the ownership and control of the waterfront can be shown as follows:

Controlled by Corporations.

Along the estuary the Southern Pacific controls 1400 feet; Western Pacific, 2400 feet; Moore & Scott shipyards, 700 feet; The Howard company, 450 feet; Hogan Lumber company, 300 feet; Sunset Lumber company, 200 feet; City of Oakland, 13,650 feet, and the 8000 feet above referred to as being in dispute is also located on the upper estuary.

The control on the west waterfront between the mouth of the estuary and the Key Route basin is:

Southern Pacific, 2000 feet; Western Pacific 1300 feet; City of Oakland 1080 feet.

On the Key Route basin the San Francisco, Oakland & San Jose railroad (the Key Route), has wharfing outright to 1000 feet frontage, and the city of Oakland retains the wharfing outright to 7000 feet of frontage.

These figures would seem to sustain the claim of the Oakland municipal government that a fair representation of the situation has not been given by the commissioner of corporations.

Work of Development Started.

The work of development that is now in progress, for which money has been appropriated, and in consideration of which franchises have been granted by the city of Oakland and permits and concessions have been made by the federal harbor control authorities, can be briefly shown with the aid of the harbor map.

The city of Oakland is engaged in constructing along the estuary between Linden street and Webster 2800 feet of quay wall behind which solid fill is to be made, warehouses erected, streets opened, the belt line railroad and switching tracks constructed, so as to give communication between the wharves and the business streets as well as between the wharves and the trans-continental railroad lines.

On this municipal wharf there will be provided electric cranes and the most modern devices for handling freight to and from the holds of ships.

The city is also constructing a municipal wharf along the upper estuary which will have the same facilities of communication with road lines. For the

completion of all of this municipal work on the estuary funds have been provided and contracts let for a large portion of the construction work.

Largest Undertaking on Coast.

On the Key Route basin, while the work to be done by the city will not make apparent its importance at once, it will ultimately prove to be the largest undertaking in harbor development on the whole Pacific Coast of the United States.

By reference to a map it will be seen that the Key Route pier leaving the shore line at Fortieth street runs seaward at an angle so that if continued it would intersect the extended line of the Southern Pacific's long wharf. The Key Route basin is the designation of the harbor lying between these two piers.

By recent order of the war department the bulkhead line has been established 2000 feet further seaward than the position designated by former surveys, and the city has been given the right to fill in the added 2000 feet behind the bulkhead contracted on the new line.

The extension of the bulkhead line farther seaward has diminished the length of the possible wharf line between the Oakland mole and the Key Route pier, for the reason that these two piers incline towards each other. The length of the new bulkhead line is approximately 6000 feet between the Southern Pacific franchise grant, the Oakland mole and the Key Route grant including the present Key Route pier.

Will Have New Lights to Wharfing-Out.

When this new bulkhead is constructed the city will have the right to wharf out in a northerly direction from a newly constructed mole immediately north of the present Oakland mole of the Southern Pacific, and the length of this section of the wharf line will be approximately 2000 feet. There is in hand and available for this purpose sufficient money to construct the new bulkhead and make the dredging and filling necessary. The city engineer has been instructed by the municipal board of harbor commissioners to at once proceed with the work on the Key Route basin in accordance with plans which have been heretofore approved.

It is not the plan of the city government to at once completely develop the wharfing facilities along the Key Route pier, the 5000-foot section. It is the intention, however, of the municipal authorities to at once make available for commercial use the wharf along the 2000-foot section which runs parallel to the Oakland mole and fronts northward on the Key Route basin. For this purpose a quay wall will be built, a channel and fairway dredged in front of the wall, solid filling be made behind the wall connecting it and making it a part of the fill of the Oakland mole.

Wide Street Open for Car Tracks.

To give access to this new wharf the city has open and available for car tracks, teamway and passageway for pedestrians, a wide street crossing all railroad tracks and connecting with the business section of the city. It is the intention to construct on this 2000-foot section of the Key Route waterfront warehouses, freight sheds and the same modern up-to-date loading devices that are planned for the municipal wharves on the estuary.

The addition of 2000 feet of wharves on the deep water of the outer bay in the protected Key Route basin will give to Oakland harbor an equipment for handling freight to and from ocean liners, coastwise, river and bay craft, that of itself will enable this port to compete with the best equipped Pacific Coast ports, and yet this 2000 feet front is but a small part of the municipal dock system on the Oakland harbor.

Improved Facilities for Unloading.

Great importance is being given by the city authorities to the improved facilities for loading and unloading cargoes. An illustration of this was given by a representative of one of the Pacific Coast ports recently when he pointed out that a certain city had a scale of dock charges of less than 20 per cent of those charges at rival ports, but by reason of the antiquated method of handling freight the charge of the low dock charges was more than overcome, and a ship can really pass its merchandise through the port where the dock charges are four and five times as much and save money by the transaction.

In addition to the immediate improvement work by the Oakland municipal authorities on waterfront, under the franchises recently granted to the Western Pacific, Southern Pacific and Key Route Railroad companies, these corporations are pledged to make extensive improvements within the limits of their several grants. The Key Route will, as soon as the municipal authorities construct the bulkhead and fill in behind it on the Key Route basin, fill in their own pier and construct slips and docks fronting from there on to the Key Route basin.

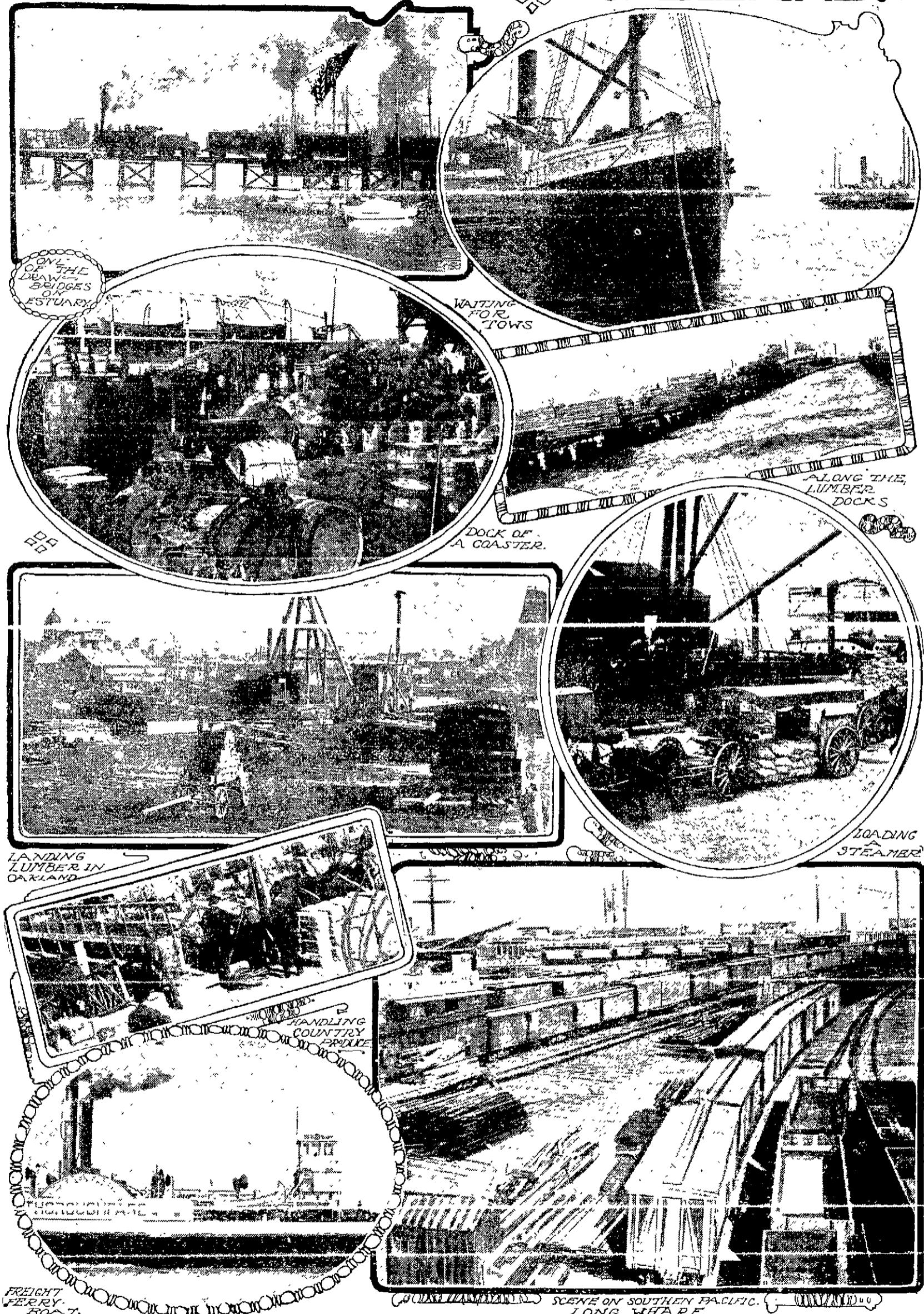
Key Route Frontage 1000 Feet.

This grant of the Key Route covers 1000 feet frontage on the wharfingout line. The Southern Pacific on the other side of the Key Route basin is obligated to cut back the long wharf to a point even with the outer end of the present Oakland mole, and to develop 300 feet immediately south of the present Oakland mole.

The Western Pacific under the terms of its franchise grant must develop the whole of its 1300 feet on the west front. A large portion of this work has

(Continued on Page Ten.)

WATERFRONT of OAKLAND.



Twenty-seven Miles of Invaluable Water Front Available

CITY OF OPPORTUNITY

New Capital and Enterprises Daily Indicate Its Recognition as a Desirable and Permanent Field for Investment

By A. A. DENISON, Secretary of the Chamber of Commerce



THE progress of the year 1910 in Oakland has been no more marked in material achievement than in the mental attitude toward the future—this spirit of confidence and of optimism that inspires the people.

This favorable opinion of Oakland is the reflex of the remarkable record of the activities which are elaborated elsewhere in THE TRIBUNE, and the wide publicity which has been given to Oakland's growth and prosperity through the newspapers and other agencies of publicity which have been employed by the Oakland Chamber of Commerce.

Today Oakland is known throughout the length and breadth of the land as never before, not only as a city of opportunity, but as a city of achievement. The confidence which our

citizens have shown have convinced others, and new capital and enterprises are looking to Oakland as a most favorable field of operation.

Local capital is largely employed in local development, enlargement of enterprises to meet expansion of trade and commerce. Merchants are building new stores, laying in larger stocks, and manufacturers are extending their plants to accommodate necessary demands for commodities. Municipal enterprise is keeping pace with business expansion by paving streets and providing new utilities to meet the requirements of an expanding population.

Growth Clean and Healthy.

These are the evidences of a healthy growth, and as a result, labor is employed, money is circulating in the channels of trade; there is a demand for new houses, new stores, increased transportation facilities, and Oakland is leading all other Pacific Coast cities in the percentage of increase in bank clearings and in building operations.

This is the time for the optimist and not for the croaker and the knocker, and this is why Oakland is regarded as an inviting field for investment.

I am required to review some of the evidences of substantial progress during the year, and I should place the latest as the first and most important—that is, the adoption of a new city charter. This is most significant, for it means that the people of Oakland have arrived at a consciousness of their civic capacity, and are about to provide the machinery for effective economical administration of the large municipal undertakings which have already been authorized.

Most important of these are the utilization of Oakland's magnificent inner harbor, which has been restored to the people, and is to be improved by them at a cost of two and a half million dollars, in the interest of free commercial intercourse.

By the building of the great concrete quay, or dock, from Broadway to Myrtle street, equipped with electric cranes and made accessible by a belt railway, this city will witness the beginning of improvements that should make this the best harbor on the Pacific Coast.

Improving Harbor Channel.

In addition to the city's plan, the Federal government has \$412,000 available for the immediate improvement of the channel, providing thirty feet of water at low tide.

This splendid scheme of civic improvement is to be supplemented by the investment of many millions by the Southern Pacific Company, the Western Pacific Company, the Santa Fe and the Oakland & San Jose Railway Company, in the elaboration of terminals and in the construction of docks and warehouses on Oakland's western waterfront. Here also the city

has retained the right to control wharfing out privileges and to impose proper conditions upon the plan of development. A change in the harbor lines has given to the city the opportunity of creating large areas available for factory sites and the purposes of commerce.

Further manifestation of this new civic spirit is found in the plans adopted for a municipal office building that is to be an architectural ornament and a conspicuous landmark of this city. The plan adopted contemplates the expenditure of a million and a half upon this edifice, which is to be begun as soon as the buildings occupying the site can be razed.

In further extension of municipal enterprise, an auxiliary salt water sprinkling plant has been installed at a cost of \$80,000, the municipal fire and police telegraph system is being housed in a new building at an expense of approximately \$100,000, the park and boulevard and playground system is being extended, and the municipal museum has been opened to the public.

Many Big Bond Issues.

Not satisfied with these achievements, an additional bond issue is proposed, by which the people of Oakland shall provide themselves with new school equipment and grounds to the extent of \$2,500,000, and a municipal auditorium to cost \$500,000.

All of this means modern facilities for the activities of a modern municipality.

Second only to this civic awakening is the appreciation on the part of great corporate interests of the increasing importance of Oakland and its environs and the large investments in progress and in prospect to give this city the necessary traction facilities and the equipment for the transportation of commodities.

The Southern Pacific Company is preparing to carry out its promise to give Oakland an up to date depot to cost \$350,000, at the Sixteenth street approach. In connection with this the electrifying of the entire local system and extensions will involve an expenditure of \$5,000,000.

Assurances have been given that in consideration of concessions granted on the western waterfront the railroad is to provide for the installation of the most approved system of docks and piers for the transfer of trans-Pacific wares from ship to land, and from land to ship through traffic. This means the expenditure of many millions more.

Service Corporation Plans.

The concentration of interests in the hands of F. M. Smith clears the way for the carrying out of the large plans of the Oakland Traction Company and of the San Francisco, Oakland & San Jose Railway Company for extending its lines and the establishment of an express service to the center of Oakland.

The recent expenditures of the traction interests in putting its tracks and roadbeds in first class condition are in keeping with the plan to provide Oakland with a perfect traction system.

No event of the past year has been of greater significance and importance than the completion of the Western Pacific to Oakland as its Pacific Coast terminal and the celebration of the event, which disclosed the disposition of the people to make the policy of a square deal reciprocal with corporations.

The Western Pacific is perfecting plans for extensive connections and traffic arrangements by rail and water, which should inure to the great advantage of Oakland.

Big Trans-Continental Lines.

Announcement has just been made of the traffic arrangement by which the J. J. Hill system of railroads is to affect an entrance to Oakland over the trackage of the Western Pacific. This is an epoch-making event, because it means that J. J. Hill, the developer, who has a larger grasp of the possibilities of Oriental trade, than any other living man, recognizes the strategic importance of Oakland's waterfront in the handling of trans-Pacific commerce, is getting in readiness for the tremendous impetus which will result from the completion of the Panama canal. This makes certain the building of a branch line from the cities on the Sound and from Portland to the Bay of

San Francisco, and insures that the Hill interests will be an important factor in the development of the commerce of this port.

The Santa Fe has acquired lands for enlarged terminals, and is preparing to give the city improved freight and passenger service.

Supplementing the transportation facilities, which are an important factor in the upbuilding of Oakland, are its industrial advantages, which have been augmented during the past year by the introduction of the current of the Western Power Company which, added to the other hydro-electric power plants serving the city, gives to our manufacturers the cheapest energy known.

This, with the pipe line of the Standard Oil Company and other facilities for transportation, conveying oil from the inexhaustible fields of Central California, has solved the question of cheap fuel for Oakland factories.

Climate Is World Renowned.

With transportation facilities by land and water and cheap fuel and electric energy, Oakland combines a climate with such slight variations from season to season, free from prostrating heat in summer and numbing cold in winter, that the economic efficiency of labor is greater than in any other city in the country. The laborer here does not have to contend with malaria, with mosquitoes, with restless nights, but can come from his own home to his day's work refreshed with full vigor and intelligence for the task before him.

The advantages of the conditions here enumerated, with others that enter into the solution, are establishing the prestige of Oakland and the east bay shore cities as the great manufacturing and distributing center of the Pacific Coast.

With an express freight service at their command, these cities can reach the largest and most compact body of consumers on the Pacific Coast with greater dispatch than from any other locality.

The great desideratum is the establishment of the wholesale and jobbing business in Oakland to which it is entitled by its natural advantages, and this will be the next big step in its development.

It is upon the material of its advantage as a manufacturing and distributing center with its residential attractions, that Oakland is basing its marvelous development.

Arc Building Big Hotels.

This has been shown in the past year by the beginning of work on the new million and a half dollar Oakland Hotel, which is rapidly becoming a reality; the completion of the new Heeseman buildings; the Wachs block, the new addition to the office building of the Oakland Gas, Light & Heat Company; the new Realty Syndicate office building; the new Thayer building; the new Young Men's Christian Association building; the addition to the Oakland Bank of Savings; the new building of the Polytechnic Business College, and many other important improvements, not to mention the preliminaries for the erection in the near future of the new home of the Lace House, to be built by the H. C. Capwell Company, the new Security Bank building, and scores of other structures in contemplation.

Significant of the expansion of the ship-building interests in Oakland's inner harbor is the awarding of the contract by the government to the Moore & Scott Ship Yards for repairs on the United States transport "Thomas," including the installation of a steel spar deck which will involve an expenditure of upwards of \$500,000.

Efforts are now being made to equip the United States Army transports and vessels of war with fuel oil, which will also be of vast benefit to California interests and to Oakland harbor.

An enterprise which will mean much to Oakland is the proposed extension to this city of the system of railroads penetrating the great interior valleys of the state. This means that Oakland is to be a focal point from which a vast system of electric traction will radiate throughout all Central California.

Great as has been the progress of the past year, the future is bright with promise, and there is every assurance that in the coming year Oakland will present a proud record of achievement.

MILLIONS TO FINISH CIVIC IMPROVEMENTS

(Continued from Page Eight.)

already been done, and it is being pushed as rapidly as the conditions will permit.

Lying between the Western Pacific and the Southern Pacific franchise grant on the west waterfront remains 1080 feet still in the control of the city of Oakland. The city has an open street which will give communication between whatever wharves may be located on this portion of the waterfront and the business section of the city. No plans have been announced for the immediate development of this particular portion of the waterfront.

Under the decision of the court the city of Oakland possessed primarily the sole right to wharf out from the low tide along the whole of the waterfront. The occupation of any portion of this waterfront and the exercise of wharfing out privileges by any of the corporations or firms named in this description is by right of the grant from the city.

The franchise grants to the railroads have been made for a term of fifty years and on the payment of an annual rental.

The policy of the municipal government since the recognition of the grant to the right of the city to control its waterfront has been to offer proper and reasonable encouragement to the location of terminals of the

trans-continental or inter-state railroads on the Oakland waterfront. At the same time the declared policy of the city government has been to not give to any single railroad or public combination of railroad companies such concessions as would enable them to monopolize the shipping facilities of the Oakland waterfront. The announced policy of the municipal government has been to develop and retain under municipal control and ownership a sufficient wharfage to insure free access thereto of all freight carriers that may desire to avail themselves of the privilege. In carrying out this policy it is the intention of the municipal government to fix their scale of dock and storage charges that will invite commerce to this port, and at the same time act as a regulating influence on the wharves and docks which are occupied by corporation tenants under long lease.

In addition to the occupants of the waterfront, corporate and private, we have already mentioned, the following are located on the estuary or inner harbor:

Works, Overland Lumber Co., Hunt, Hatch & Co., Moore & Scott Co., Alaska Packers Assn., John L. Howard, Oakland Gas, Light & Heat Co., Pacific Coast Lumber & Mill Co., Remillard Brick Co., Jas. P. Taylor Coal Co., Hogan Lumber Co., Pacific Fuel Co., Adams Wharves & Docks, Sunset Lumber Co., United Engineering Works, Oakland Harbor Development Co., Atlas Gas Engine Co., Great Western Power Co., Larue

Wharf & Dock Co., Hunter Lumber Co., J. C. Kimball, Hodge & Collins Lumber Co., Pacific Steel & Wire Co., California Cotton Mills Co., Standard Gas Engine Co., E. W. Wood Lumber Co., Union Gas Engine Co., Rhodes & Jamison Co., Worden-Meeker Co., San Francisco Bridge Co., Taylor & Co., Geo. E. Dow Pumping Co., Capt. E. V. Rideout, California Transportation Co., Oakland Transportation Co., Pacific States Refineries.

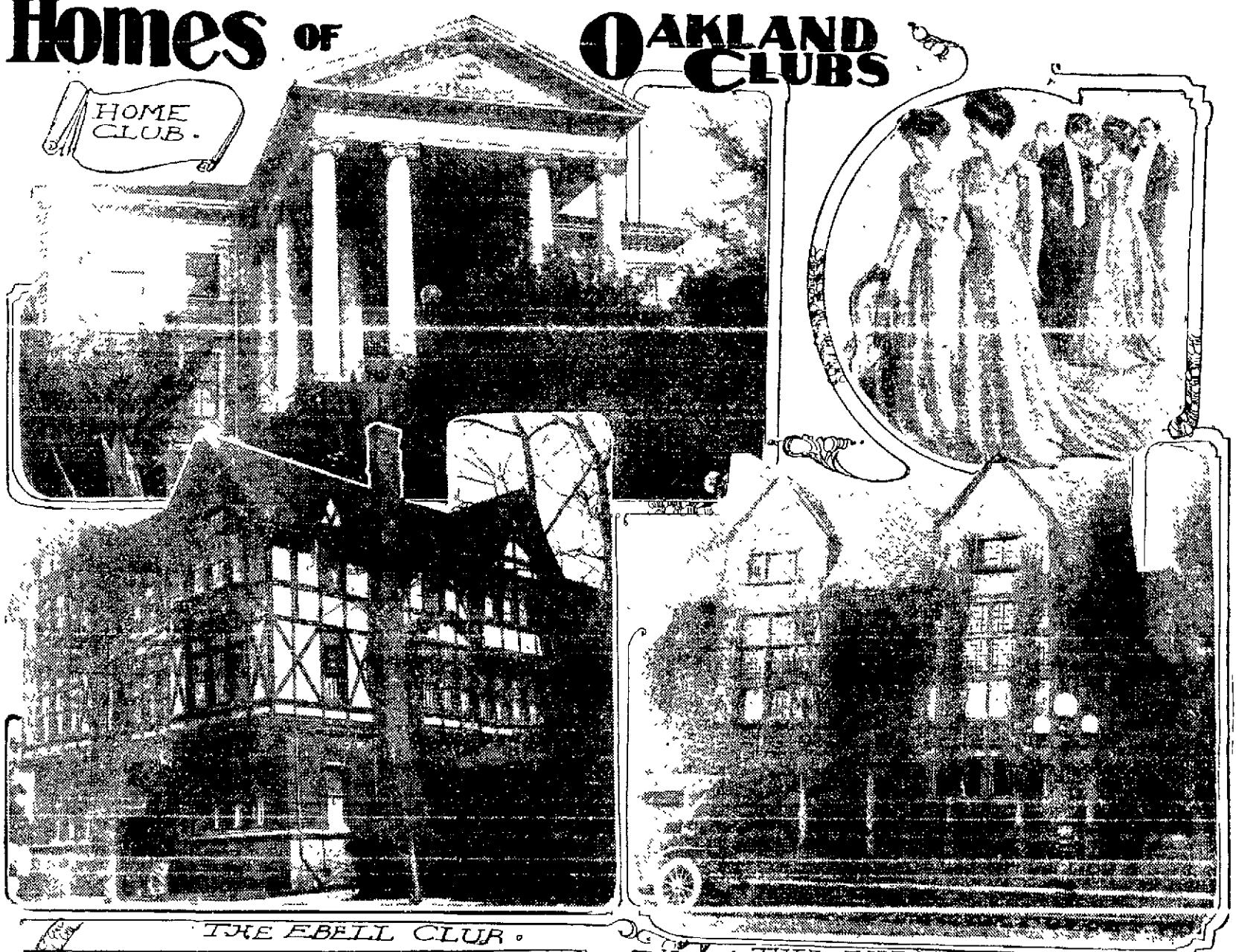
A survey of the Oakland harbor and a careful observation of the manner in which private firms, corporations and municipality have been located on the waterfront and have wharfing privileges, will show the magnitude of the development work which is now in hand. A cursory glance will show to the observer that the claim that here is to be the best equipped port on the Pacific Coast by the time the Panama canal is opened is no idle claim, but is abundantly supported by the facts.

When it is taken into consideration that the development and improvement of the Oakland harbor, which will certainly be complete during the next three years, is only a beginning, the large claim that a few decades at most will see here more miles of usable wharves fit for modern commercial purposes than in any other port in the United States, with the possible exception of New York, is not an idle one, but one which the children of the present generation may well expect to see made good.

Homes of

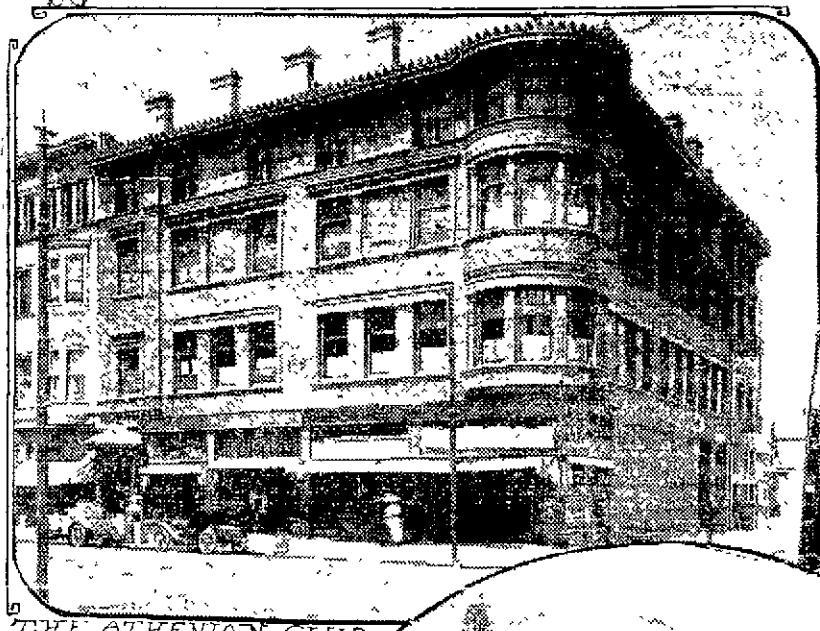
OAKLAND CLUBS

HOME CLUB.



THE EBELL CLUB.

THE NILE CLUB.



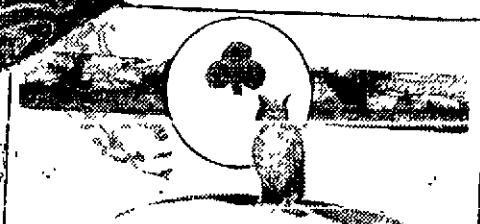
THE ATHENIAN CLUB.



THE
ELKS
CLUB



THE
COUNTRY
CLUB.



Hospitality That Has Made California Known in All Climes

MODERN STREET WORK

300 Miles to Provide for and Improvements Under Way are Permanent Ones to Meet Needs of Advancements

By WALTER C. HOWE, SUPERINTENDENT OF STREETS



era first received its impetus. Twenty years ago the city of Oakland was paved principally with macadam streets.

Macadam Used for Years.

These streets answered well the purpose for which they were built at that time, as traffic conditions were light, and the streets capable of carrying loads to which they were subjected. This era has long since passed in certain portions of the city, and in consequence, the old macadam pavements had to be replaced. It was a difficult matter at first for the board of public works, the city council and the street department, to educate the people up to the value of permanent pavements. Most of the earlier work of this class proposed by the city council was without exception protested out by the property owners. Macadam streets had been used for so many years that in nearly every instance the property owners were a unit in asking the city council to simply redress or remacadamize these streets again. The city officials, however, found it absolutely necessary to take a stand and insist upon the laying of permanent pavements designed upon good engineering principles and laid under competent supervision and inspection. Some of the earlier permanent pavements which were of bituminous sand rock obtained from the southern counties, proved to be of little more worth than the original macadam streets. These conditions were gradually eliminated by experience, until at the present time the city of Oakland is laying the most modern class of pavement under specifications and regulations similar to those adopted by the engineering departments of the largest cities in the United States. There is no doubt that the permanent pavement era has reached Oakland, and that the years to come will show a rapid increase in this class of pavement. Failures in asphalt pavements must be looked for from time to time; that has been and is still the experience of many of our eastern cities, even where the most rigid chemical analysis of materials has been made, and the most searching inspection. Experience, however, will tend to gradually eliminate failures in this class of work, until it can be expected that in nearly every case of a permanently paved street, the pavement will be one that will have a known length of life.

Property Owners Aid the Work.

It has been a source of great satisfaction to the administration that the opposition heretofore made by property owners to paving the streets with permanent pavement, is being gradually overcome. The clean, smooth, elegant appearance of an asphalt, vitrified brick or basalt block street is such a contrast with the old macadam roadways covered with dust in the summer, and filled with chuck holes, ruts and mud in the winter, that property owners are being convinced of the value of the permanent pavement, both from an esthetic standpoint and from the standpoint of increased property values due to the general upbuilding of the street paved.

It is a very noticeable fact upon streets where building operations have been at a standstill for a number of years, that as soon as the street is paved with a high class pavement, new buildings have been erected, and a gradual new growth has sprung up in the building line. Two years ago Piedmont avenue, Broadway, East Fourteenth, Market, Webster, Harrison, lower Clay street, Nineteenth street and many other streets were a continual sea of mud during the winter months and a source of much complaint from the general public. These streets today are splendidly paved and the improvement is so noticeable that it will have a salutary effect upon continued improvements of this character.

During the year 1910, a number of prominent streets such as Harrison, Alice, Nineteenth and others, were paved by the property owners, who advertised for bids under private contracts. This work was done voluntarily on the part of the property owners. A movement of this kind, which has been heretofore absolutely unknown throughout the city of Oakland, proves that taxpayers are slowly but surely being educated by the city to the value of good pavements upon their streets.

Classes of Pavement Laid.

Oil Macadam—It has been the custom in years past for the city of Oakland to install plain macadam on

residence streets. This class of paving has now been abolished by the city council in favor of oil macadam. In districts of the city where property is of low valuation, the work is more in the nature of a surface oiled street than a pure oil macadam roadway. The council's action has been a wise one, as in either case the oiled surface street is much the superior of the plain macadam.

During the year 1910, four miles of oil macadam streets were laid throughout the city of Oakland. Experience with the oil macadam street thus far has proven it to be clean and dry during the winter months and free from the objectionable dust nuisance of the plain macadam in the summer months. The increased cost over the plain macadam is very small, and the elimination of dust alone more than compensates for the additional outlay.

Basalt Block—The first grouted basalt block pavement ever laid in the city of Oakland upon a concrete foundation was installed on Second street between Broadway and Washington street, last year. This pavement was laid upon six inches of hydraulic concrete with a two-inch sand cushion. The basalt blocks were carefully selected and thoroughly grouted with a one-to-one grout filler. Expansion joints of bituminous material were laid at intervals of fifty feet. This work is probably the best piece of pavement in the city of Oakland today. It is subjected to continual heavy loads and is fully capable of carrying all the traffic brought upon it. It is doubtful whether repairs will be required on this street for many years. The cost of the basalt block pavement, however, is practically double that of asphalt, and for this reason it is a very difficult pavement to lay where property owners are compelled to foot the bills. Doubtless in the years to come the lower portion of the city will have to be paved with basalt block or vitrified brick, but most of this work will no doubt be done at the expense of the city upon accepted streets.

Experimenting With Vitrified Brick.

Vitrified Brick—Two blocks of vitrified brick pavement have been laid on Second street from Broadway to Webster street during the past year. As it was impossible to secure a suitable brick produced by brick manufacturers in the State of California, the brick used were brought from Seattle. These brick were laid upon a six inch hydraulic concrete foundation and sand cushion; were thoroughly grouted with a one-to-one filler, and expansion joints installed parallel to the curb line and also at right angles at regular intervals. Streets built of this same class of brick have given excellent service in the city of Seattle with but very slight maintenance cost. The cost of the brick pavement averages 25 to 30 per cent higher than asphalt. The comparison between the wear on these two blocks of brick roadway, also upon the basalt block street adjoining, will be noted with interest, and comparisons made with the new asphalt streets contiguous. It is the intention of the street department to keep accurate account of the maintenance costs upon these streets for future reference.

Asphalt-Macadam—About a mile of asphalt-macadam pavement put down upon a thoroughly rolled subgrade, has been installed on Fourth avenue during the past year. This pavement is built in two layers approximating about seven inches in total thickness. The lower course is very similar to the binder course used on the standard asphalt streets; the upper course is composed of a finer aggregate giving a much denser mixture. The completed street shows a very clean, uniform appearance. Although Fourth avenue is not subjected to the heavy traffic conditions that a great many of our permanently paved streets receive, nevertheless, a good general idea of the worth of asphalt-macadam in a moist climate like Oakland will be secured through experience with this piece of work as the years pass.

Hassam Pavement a Novelty.

Hassam Pavement—A stretch of Hassam pavement which is a new departure for the city of Oakland, is being laid on the north side of the Twelfth street dam, running from Fallon street to Lake Shore boulevard. This pavement, which is nothing more or less than a dense concrete with voids completely filled with small pea stone and cement grout, the whole being thoroughly rolled with heavy steam rollers, has given good satisfaction in a number of northern and eastern cities. No harder conditions for laying a pavement of this class could be found. The Twelfth street dam has been settling for a number of years, and any class of pavement that may be laid upon it is liable to settlement cracks. The city's experience with this pavement will be watched with interest.

Testing Laboratory Enlarged.

During the year just passed the testing laboratory of the street department has been enlarged, and considerable new apparatus installed. The value of this testing laboratory is becoming more and more apparent. Eastern cities have found from experience that the maintenance of a testing laboratory very often means the success or failure of the pavement laid. In an asphalt pavement the mineral aggregate must be so graded as to contain a certain percentage of very fine material passing a sieve containing 200 meshes to the inch. The aggregate is graded through sieves running from 200 to ten meshes to the inch, the finer material filling up the voids between the larger and coarser particles. Upon this mineral aggregate depends the amount of pure bitumen which the paving mixture will carry. The bituminous material is the binding material which holds the pavement together. A mixture that is sloppy or overloaded in bitumen invariably fails through humps and waves on the surface; one that contains too little is apt to disintegrate under the action of moisture and traffic. A testing laboratory is the only means of controlling this condi-

tion. The asphaltic cement used is a very important factor in the success of the pavement and penetration and chemical tests are absolutely necessary in every instance. During the year, the testing laboratory completed the following tests:

Results of Many Tests Made.

Cement Tests—	Number Of
Specific gravity, tensile strength, consistency of volume, fineness	620
Sand Tests—	
Granularmetric.	12
Percent of voids	5
Weight per cubic foot.	6
Specific gravity.	5
Tensile strength.	26
Asphalt Tests (Surface Mixtures)—	
Mineral aggregate.	119
Extraction of bitumen.	124
Penetration (Dow).	208
Chemical analysis asphaltic cement....	15
Binder Mixtures—	
Aggregate.	56
Extraction bitumen.	43
Bituminous Mixtures—	
General tests.	25
Vitrified Brick Tests—	
Rattler.	43
Absorption.	43
Macadam Rock Tests—	
Abrasion.	67
Total.	1437

In addition, a large number of analyses were made of the old bitumen pavements laid in the city of Oakland in order to determine their cause of failure. These tests of themselves will be of great benefit to the street department in its future work, and a special report is now being compiled from the data thus taken.

Work of Street Sweeping.

Three methods of sweeping asphalt and other permanent pavements are now in vogue in the city of Oakland, namely, hand sweeping throughout the retail business section, rotary broom (machine) sweeping in the outlying districts, and sanitary sweeping in the semi-business and residence sections. All of these methods have given more or less satisfaction. The question of cost, however, is a great factor, and enters largely into the equation. Hand sweeping in the business district has proven to be almost as economical as machine sweeping, and much more satisfactory, for the reason that the hand sweepers work during the entire day, making large quantities of pickups, whereas the machine sweeper simply sweeps the street at night. This necessitates the employment of a certain number of hand sweepers in addition to the machine.

The following figures are the actual cost of sweeping by hand and by machine:

Rotary Broom. \$ 8.20 per mile

Sanitary Suction Sweeper. 11.50 per mile

Hand Sweeping. 10.16 per mile

In the Street Cleaning Department.

During the year some 333 miles of gutters and roadways were thoroughly cleaned by the regular crews employed by the department. In a territory containing nearly 500 miles of streets it is of course impossible to clean every street in the city during the year with a crew of fifty men, the amount of labor allowed by the city council. A great many streets when cleaned only once a year remain in fairly good condition until the winter rains, others must be cleaned much more often in order to remain in any kind of a sanitary condition.

The following figures show the amount of money expended in street cleaning on macadam streets, also the number of loads of material taken away:

Number of blocks cleaned. 5,860

Number of loads of material taken away. 32,880

Amount expended. \$46,572

Work of Patching the Streets.

Macadam streets throughout the city have received considerable attention from the street department during the year. The streets in the lower portion of the city below Seventh street, which are a source of much expense and practically beyond repair, are continually patched. It is a waste of money, but must be tolerated until such time as the city can induce the property owners to pave the roadways with permanent pavements.

All of the outside residence sections have received attention from the street department in the way of patching during the year. The department has expended \$17,000 for rock during the year, and has in addition used the entire output of the city's quarry upon the macadamized streets of the city. This is exclusive of the annexed district.

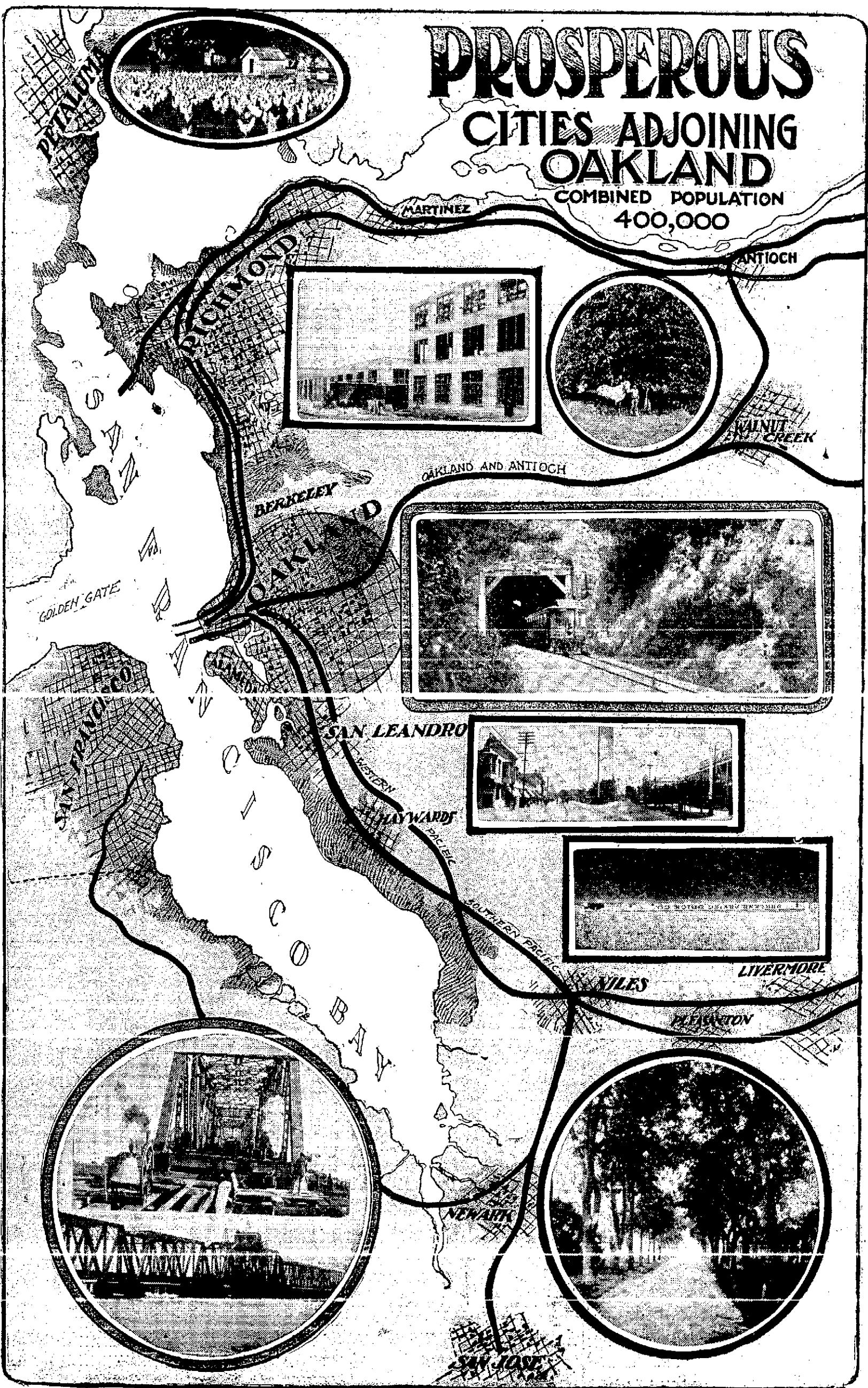
Oiling Oil Macadamized Streets.

The street department has recently acquired a complete road oiling outfit, consisting of two tank wagons, one steam pump and vertical boiler mounted on trucks, and two special Glover oilers. The apparatus was received very late in the season of 1910, but nevertheless, some seventeen miles of streets, including annexed territory, were treated to coats of surface oil and screenings. The oiling has proven very successful and is to be resumed upon a much larger and more elaborate scale in 1911.

(Continued on Page 14)

PROSPEROUS CITIES ADJOINING OAKLAND

COMBINED POPULATION
400,000



CHAIN OF FINE PARKS

Splendid Playgrounds Where Each Day of Year Children Find Enjoyment--Perfect Scheme Being Carried Out

By W. E. MANUEL, President of Park Commission



THE call of the city is coming to us through many channels, art, literature, education, the city beautiful, charity, health and government. Its opportunities call for men who can understand and lead, and still more for men who can understand and follow. The threefold city, physical, intellectual and moral, like a city set on a hill, cannot be hid. Broad and clean streets, parks and playgrounds, trees and shrubbery, beautiful public and private buildings, fire protection and health supervision, proclaim it a political business corporation engaged in public housekeeping. It is the corporate home, from cellar to garret, to be kept clean and sweet from top to

bottom by intelligent supervision and honest service. Dominating and controlling its thought and action is the parental care and the power of public taste which rises proportionate to the intelligent effort expended.

During the past year this city has had for the first time in its history a department devoted to its embellishment. The work is going on with the means at hand in a systematic and continuous fashion. As each accomplishment is viewed and pronounced good, a consequent elevation of standard becomes at once established and we soon learn to not only accept the next step as a matter of course but to anticipate and ask for it.

Admiration of All Visitors.

Our lake and its line of shore parks will soon begin to reflect the labor expended and the very uniqueness of this gem set in the geographical center of our population will one day merit the astonishment and admiration of every visitor. It is not my purpose to recount in detail, or at all, the work accomplished and in contemplation, as these matters have been quite thoroughly

set forth in the report recently published and if they possess merit, should commend themselves visibly to every citizen.

Carrying forward customs and traditions, the Anglo-Saxon heritage of the Puritan and the Cavalier, have laid the foundation stone of the ideal American city in the protection of life, liberty and property. Into it come the people of many lands, with their own traditions and spirit. With the Irish come the wit and magic of the Celt, the source of his geniality and his political power; with the German come the love of home, music, the instinct of socialism and the greater liberty of thought.

The Ideal City is a Vision.

The aestheticism and love of beauty of ancient Athens and the simplicity of Sparta, the sense of law of Rome, the poetry and gift of prophecy of the Hebrew, are already our own heritage through the culture of ages, which brings us to an order of civilization to be developed under new conditions.

The ideal city is a vision, only men of imagination can make it real. Its possibilities are great and the men who shall realize these possibilities are of large stature and of great faith.

WHOLE WORLD RAKED FOR CITY MUSEUM

More than 12,000 Specimens Already Classified Covering Natural History and Other Subjects of a Great Educational Value for the Instruction and Amusement of Young and Old



THE opening of the Oakland Museum in October marked a new era in the history of this city. The museum is beautifully located on the shore of Lake Merritt, facing Oak street, near the head of Fourteenth, very near the Thirteenth street car line. It is a two story frame building, standing in the midst of the lake shore parks, surrounded by giant trees with lawns sloping down to the lake, and beds of blooming flowers.

This is one of the very few municipal museums in the United States, and as such it should be an object of interest to every citizen, for everyone has a share in its ownership and support. It is to be hoped that the people of Oakland will realize this and assist in making it a success and a source of pride in their municipality.

The work of establishing and maintaining a museum is a task whose magnitude is not usually recognized. Good institutions can not depend on the purchase of private collections, but send experienced men into the field to select and secure exactly what they need to build up their various departments. Otherwise their collections would be incomplete, with many duplicates and many vacancies. Again, when once collected exhibits of organic material must be cared for constantly to prevent injury by insects, such as moths and weevils.

Attraction Aim of Classification.

Then the articles must be classified and arranged scientifically as well as attractively. And the best institutions have the exhibits labeled in simple, descriptive language, so that visitors may not have the trouble of searching catalogues or gazing at objects about which they can find out nothing, however interesting these may appear.

A museum in its best form has many lines of usefulness, some of which are:

1. To act as a repository for curious and interesting objects.
2. To serve as a source of research to students.
3. To become a means of education to the youth of the vicinity.

The Oakland Public Museum aims to fulfill all of the above, but at present emphasizes the last feature, inasmuch as that is a new and important departure in museum history.

Shows Work of Two Men.

The origin and building of the museum may be accredited to the efforts of Mayor Frank K. Mott, through whose instrumentality the first collections were purchased in 1907. Afterward he used his influence to rescue for Oakland certain collections of Indian objects, which had been made in California for an Eastern museum. Then he caused a collector to be sent into different fields to secure material for other departments. The city government voted funds for the maintenance of a public museum, and in April, 1909, formally placed it under the management of the board of trustees of the Oakland Free Library.

Mr. C. P. Wilcomb, formerly of the Golden Gate Park Museum, was called to assume the curatorship. It is to his skill as a collector and his knowledge of practical museum work, that Oakland owes the excellence of the exhibits and the orderly arrangement and careful attention to details that make their appearance so pleasing to visitors.

The Board of Public Works set apart the Josiah Stanford mansion on the shore of Lake Merritt, 1218 Oak street, as a museum until a more com-

modious building can be provided. This has been remodeled until it lends itself admirably for the purpose desired, although even now it is being rapidly outgrown by the collections, which are increasing through the donations of friends and patrons. In seven weeks, since the opening, over forty individuals and firms have contributed specimens to add to the exhibits.

Fourteen Exhibition Rooms.

There are at present fourteen exhibition rooms, warmed by steam radiators and brilliantly lighted by over 400 lamps so disposed as to make it possible to see all articles and read all labels as well in the evening as by day. In these rooms the exhibits are classified and arranged in attractive order. So displayed, they are interesting to the visitor who wishes diversion or recreation; and useful to the student who may desire to make investigations along special lines of work. The prime object of the Oakland Public Museum is not at present the prosecution of research work, for the collections are not sufficiently extensive in a few departments.

The total number of specimens belonging to the

museum is about 12,000, classified under the following heads:

1. Natural History, containing about 5600 articles, mostly from the second floor. The collection of local birds and eggs is particularly good; it is not all displayed for lack of space, but is available for students who desire to use it for scientific purposes.

2600 Subscriptions From This Continent.

2. The Ethnology of North America is represented by about 2600 specimens, including quite a complete collection of material from the Pacific Coast Indians, illustrating their every day life, arts, industries, war and ceremony; and is very instructive to any one desiring to make a study of the aboriginal inhabitants of this section.

3. Ethnological collections from Africa, Pacific Islands, Asia, Mexico and Central America aggregate over 700 specimens, showing strange and interesting phases of primitive culture.

4. The department of General History contains

(Continued on Page 16)

MODERN PAVEMENTS AND SIDEWALKS

(Continued from Page 12)

Both fresh and salt water is used by the street department to abate the dust nuisance. The city now owns some forty sprinkling carts of modern and up-to-date make and equipment. In addition, about twenty-five outside carts are hired each year from individual owners. The city is well covered during the summer months, but a much larger equipment could be used to advantage if it were possible to secure funds for the purpose.

From data compiled, the following synopsis may be interesting:

Number of sprinkling routes	60
Number of miles covered by routes (asphalt and unimproved streets not sprinkled)	280
Number of miles watered per year	56,000
Cost per day for water	\$205
Cost of labor and teams, per day	\$325
Total cost per day	\$530
Total cost per year (200-day season)	\$106,000
Cost per mile of street sprinkling	\$1.90

	Miles of Streets.
Chicago	(1) 2,976
New York (all boroughs)	(2) 2,019
New York (Borough of Manhattan only)	459
Boston	(7) 514
Seattle, Wash	(5) 578
Portland, Ore.	(10) 352
Los Angeles, Cal.	(6) 575
Detroit	(9) 372
Buffalo	(4) 670
Minneapolis	(11) 250
San Jose	(12) 109
Oakland	(8) 470
San Francisco	(3) 825

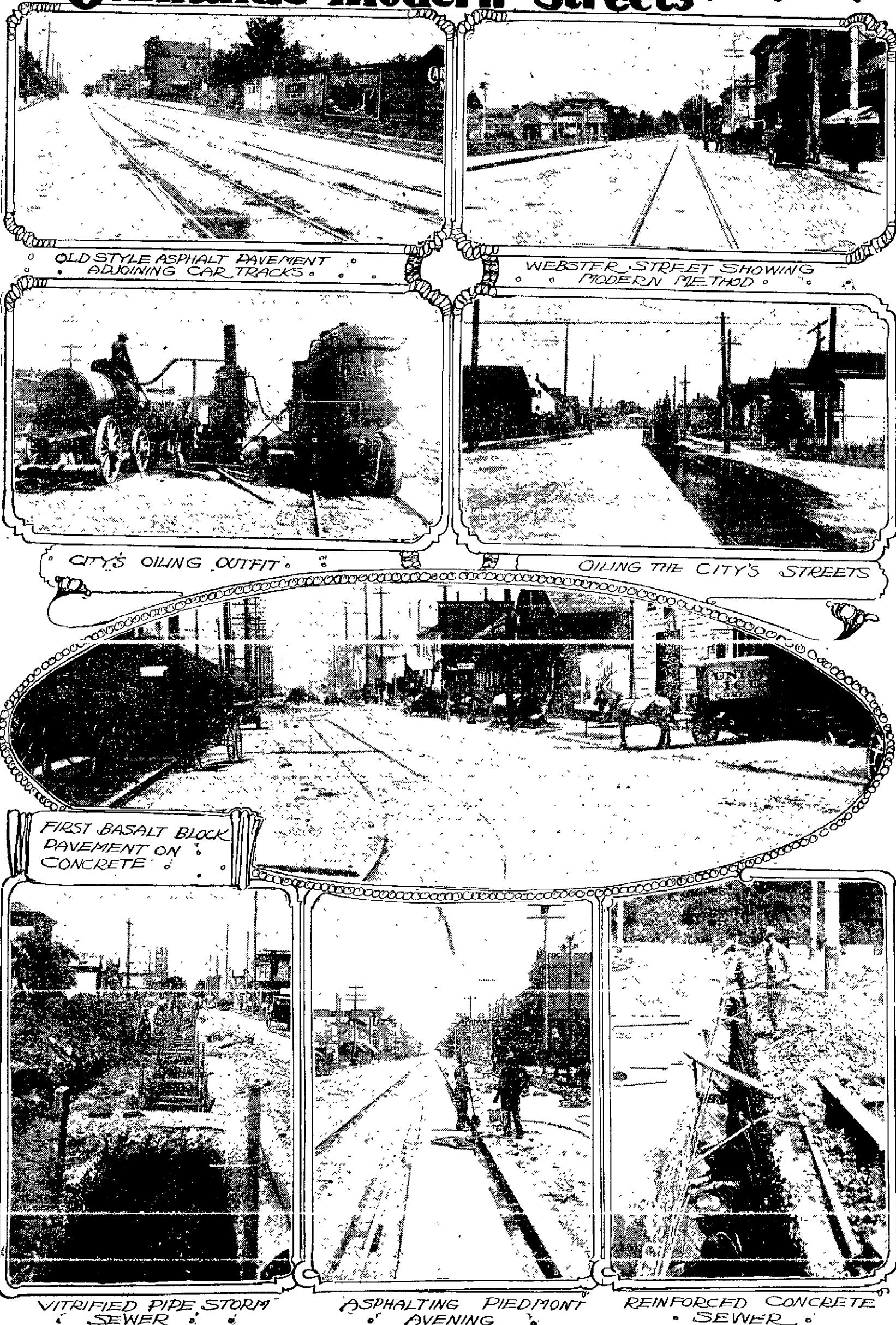
Oakland's Good Mileage Shown.

While Oakland is well up the line in total mileage of streets, the following tabulation shows how far she must go to catch up with her sister cities in the way of permanent pavements; that is, asphalt, brick, stone and similar pavements.

	Miles of Permanent Pavement.
Chicago	(1) 1,042
New York (Borough of Manhattan only)	(2) 425
Boston	(7) 127
Buffalo	(4) 271
Detroit	(3) 356
Seattle	(9) 88.4
Portland	(12) 69.5
Tacoma	(11) 64
San Francisco	(5) 252
Los Angeles	(10) 67
Oakland	(13) 15.5
San Jose	(14) 7
Washington, D. C.	(6) 203.13
Minneapolis	(8) 111

From the above figures it will be seen that an immense task confronts the municipality in the way of permanent street improvement during the next ten years.

Oakland's Modern Streets



Scientific Theories Base of Street and Pavement Work

ALL SECTS FLOURISH

Each Denomination Progressive and Active While Perfect Harmony Reigns Among Workers in Various Fields

By REV. G. W. WHITE, President of Oakland Church Federation



CHURCH life in Oakland, while not so conspicuous as in Los Angeles, is more prominent than in San Francisco, and is of a vigorous type.

There are 108 church organizations, besides many missions. The Protestants have eighty-six churches, the Roman Catholics thirteen, the Jews three, and there are six which are hard to classify.

Several of the downtown churches have large memberships. Among the Protestants, notably, the First Congregational, the First Methodist Episcopal, the First Presbyterian, the First Baptist, the First Christian, the St. John's Episcopal and the First Unitarian. Among the Roman Catholics, the largest are St. Francis de Sales, St. Mary's, St. Anthony's and the Church of the Sacred Heart.

Church work is active and aggressive in most of the churches, though subject to the constant flow of population which marks most communities in California. The absence of Sunday law in California, which permits all kinds of shows and playhouses to run on Sundays as well as week days, greatly militates against church attendance, so that congregations are not as large as should be found in a city the size of Oakland. The great development of the use of automobiles has also tempted hundreds to Sunday riders who ought to be at worship. During the past year there have been some noteworthy changes in the pastorates of Oakland.

Rev. Charles R. Brown Leaves.

Rev. Charles R. Brown, for fourteen years the distinguished pastor of the First Congregational church, which he raised to a position of eminence among the churches of the coast, has resigned and transferred his labors to the Atlantic seaboard, in just what capacity is not yet announced.

Rev. Homer J. Vosburgh, for nine years the indefatigable and successful pastor of the First Baptist church, which he has planted strongly in its new lo-

cation on Telegraph avenue, goes at the opening of the new year to become pastor of the North Baptist church of Camden, N. J.

Rev. M. R. Drury was promoted the middle of the year from the pastorate of the United Brethren church to the presidency of their denominational college at Philomath, Oregon, and Rev. H. H. Haller succeeded to the pastorate here.

Goes to Colusa as Presiding Elder.

Rev. C. P. Moore, pastor of the First M. E. Church, South, has been appointed presiding elder of the Colusa district, and has removed his residence to Sacramento. Rev. Norman Burley becomes the pastor of the church at Thirty-fourth and Elm streets.

Rev. O. H. Gruver resigned the pastorate of the First English Lutheran church several months ago, though remaining a citizen of Oakland. The church was served for four months by Rev. E. G. Lund, of Seattle, but a permanent pastor has not yet been secured and Mr. Gruver is supplying the pulpit temporarily.

Rev. Paul Stewart, for many years pastor of the United Presbyterian church, resigned early in the year and has gone east. Rev. J. G. Dick is the new pastor.

Rev. C. H. Irving has also resigned from the Tenth Avenue Baptist church, and as his successor the Rev. Orville Coats, of Phoenix, Arizona, has been secured.

First Christian in New Location.

The First Christian church, after much earnest effort, has succeeded in planting itself admirably in a very desirable new location at Webster and Grand avenues, where it has erected a beautiful and commanding structure, although only a part of the final building as planned. It is a very refreshing change for Dr. Boyer and his faithful workers from the inadequate accommodations at Hamilton hall.

An event in which all the churches are deeply interested is the completion of the new Y. M. C. A. building at Twenty-first and Telegraph, costing \$225,000. This splendid structure is a great credit to our city, and will doubtless prove a strong factor in its moral and religious welfare.

The fine spirit of harmony existing between the

Protestant churches of the city is manifest by the activity and influence of the Church Federation, which is made up of delegates appointed by the different churches, and holds regular meetings each month. Its object is to enhance the moral welfare of Oakland. During the last year the federation has shown its devotion to the civic interests of Oakland by the following lines of work:

It started the movement which resulted in saving Oakland and California from the threatened disgrace of the Johnson-Jeffries prize fight on our national independence day.

Supports Efforts of Probation Officers.

It strongly supported the efforts of the probation officers of our city in closing up the nefarious boxes in cafes, restaurants and saloons, through the good offices of our city council.

It has worked hard for the new city charter just adopted, having held many meetings in the interest of it.

It has consistently opposed the aggressions of the liquor traffic as a menace to the moral and material well-being of the city, protesting against the issuance of licenses wherever practicable, and working for ordinances to rid the residence districts of saloons.

It has backed the efforts of the barber's unions to secure an ordinance closing all shops on Sundays.

It has shown its sympathy with the laboring men by appointing its president and secretary as delegates to the central labor council.

It has started an agitation for the censorship of theaters along with nickelodeons and moving picture shows, in order to protect our community, especially the young, from indecent and demoralizing exhibitions. It proposes to make this a state-wide movement.

It is also co-operating in a state movement to strive to overcome as far as possible the rapidly growing evils of nasty marriage and easy divorce.

It is also mapping out a plan of local adjustment of parish lines and parish enterprises, so that by cooperative counsel the churches may avoid duplicating each other's work in new localities, or the cost of planting needless churches. It has become a part of the National Federation of Churches, in which thirty-four different evangelical denominations have united, representing 18,000,000 church members, for the purpose of realizing Christ's prayer for Christian unity among his followers. It does not propose organic union, but effective co-operation on all possible lines. It is the great forward movement of the churches of America and is only five years old.

MUSEUM FACTOR IN EDUCATION OF SCHOOL CHILDREN

(Continued from Page 14)

nearly 1200 specimens, including coins, medals, paper money, pictures and historical relics, and is one of the most popular exhibits in the museum.

Colonial America is represented by what is probably the best collection on the Western coast. This is displayed in five rooms, two of which are types of those found commonly in colonial homes. These are so attractive that visitors return to them again and again, and so instructive that they enforce many a lesson of the life and struggles of our forefathers who had the strength to found a nation.

Reference books are found on reading tables in the various departments. These are provided for the visitors who desire to consult them for more extended information than can be embraced in the labeling.

Visitors to the museum are generally surprised and delighted at the amount of material and the arrangement and attractiveness of the exhibit, and pleased to find the greater part of the articles provided with descriptive labels setting forth the chief points of interest in relation to them.

The attendance since the opening on October 21, 1910, has been very gratifying, as showing the interest of the people of Oakland in the new municipal possession. The self-registering turnstile showed that during the first seven weeks 12,237 visitors entered the building. The largest record for any one day was 1220, on the afternoon of Sunday, October 23.

One new feature introduced in the Oakland Museum is that of the docentry, which is being practiced in some of the leading institutions of the East. It is the courtesy of providing a guide to strangers who desire to be directed to points of interest rather than risk to wandering about aimlessly or missing some of the most valuable exhibits. A specialty is made of thus directing children, entertaining and instructing them.

Educational Feature One of Best.

It is the purpose and aim of the promoters and managers of the museum to make it a strong factor in the educational work of the city. To this end they have established a Children's Department, and inaugurated a system of lectures and talks daily, both formal and informal, under the management of Mrs. D. W. de Veer, a teacher of several years' experience. This is the first museum on the coast to make a specialty of such work and while at present the methods are being only experimentally worked out, the results are already very gratifying.

The Children's room is sunny and pleasant, and the exhibits are attractively arranged. They comprise such objects as are interesting and curious, and at the same

time instructive. Some of the exquisite colorings in nature's work are shown in one case containing bright-hued birds, insects, fishes, minerals and shells. Strange and familiar insects give their lessons of natural economy. Useful minerals are shown with articles made from them, and curious ones that teach of nature's endless variety of resource—the natural magnet, the stone that floats on water, iron that fell from the sky, etc. Products of farms and plantations, birds of the forest, shells and corals from the sea, fossil remains of living things buried in the earth for ages all have their lessons. Striking things there are, too, such as the egg that is variously taken for football or watermelon, and the tooth of a mammoth, which, as one child pertinently remarked, "had room for a lot ofache."

Labels Tell Story in Simple Way.

The exhibits are labeled in simple language so that older children may understand the descriptions. And the attendants of the museum are always ready to tell about the objects to those who are too young to read or who prefer to listen to the guide.

On Saturday afternoons regular half-hour talks are given to such children as assemble, the subjects being the exhibits in different departments, which are particularly interesting to children; these talks are somewhat informal, the listener having opportunity to ask questions or talk over the objects with the speaker.

Arrangements have been made with Superintendent J. W. McClymonds of the city schools to have teachers bring their classes to the museum to listen to regularly appointed talks, illustrated by objects in the collections. The subjects are arranged with the teacher, to correlate with the regular school work and have proven very helpful to the classes.

The Colonial rooms afford a wealth of material for illustrating early American life and customs, and from the talks on these subjects the pupils gain a much clearer impression of Colonial America than they would receive from merely reading about the life of the colonists. When they see the "old rude-fashioned room" of Whittier's tale, with the huge fireplace, "crane and pendant trammels," its "whitewashed wall and sagging beam," or the bedroom like the one in which Lafayette slept at the Wayside Inn, they know what the home life of early days meant. When they watch the process of preparing flax and wool spinning them into thread, and preparing the thread for the loom for weaving cloth, they know better how much a new dress or a new coat cost the men and women of the old Pilgrim days.

Revolutionary relics bring that period of struggle

home more clearly to the student of history; and the old pictures and historical objects of later times serve to fasten in their minds facts of which they have read in their school work.

The younger pupils, just reading the stories of early California, may see pictures of all the old missions, also a model of the first gold nugget found by James Marshall, with pictures of the Sutter Mill where it was discovered; a wooden mining pan used in early days; some of the first cotton cloth made in Oakland; and other objects of pioneer days in their own state.

For classes beginning the study of natural history, the lecturer gives talks on insects, plants and flowers, birds or animals, particularly those represented in the collection or found in the vicinity of Oakland. From this time it is planned to keep on exhibition fresh wild flowers in their season, so that the children who are studying them in school may always find specimens at the museum if they cannot go themselves to the woods and fields to pluck them.

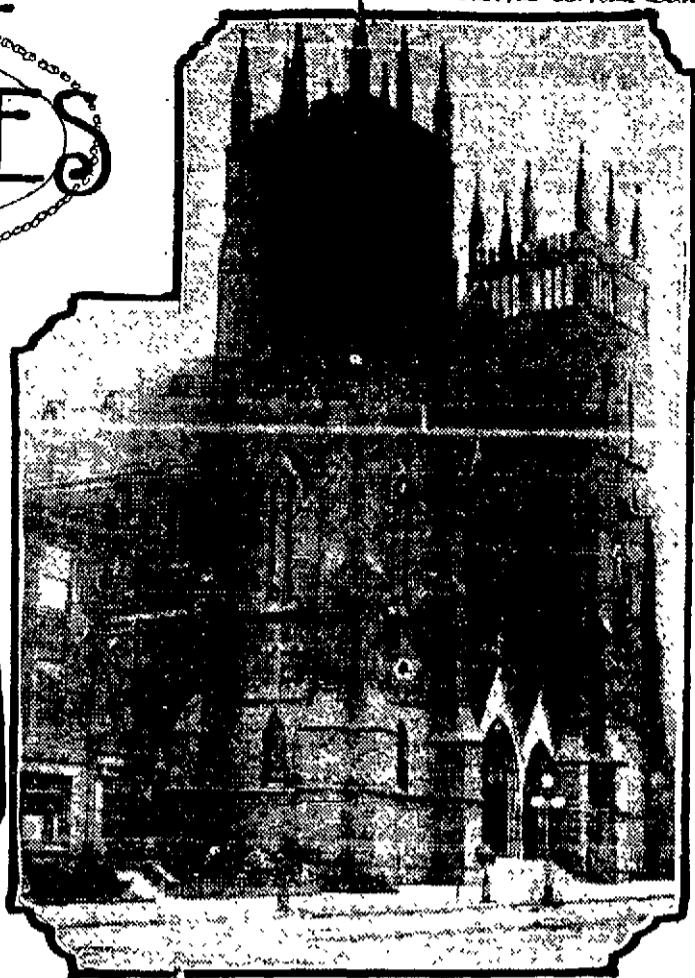
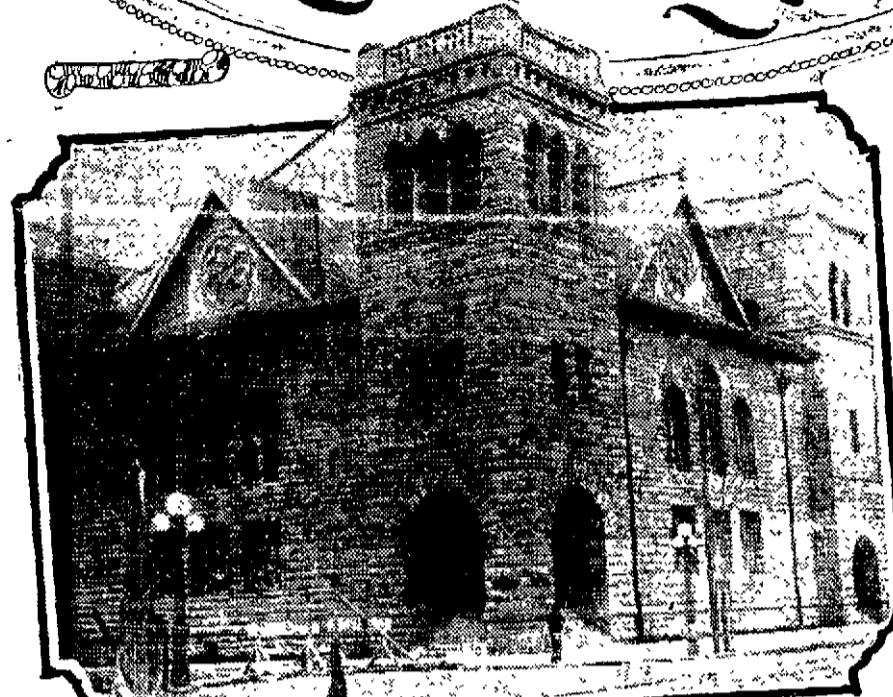
Talks on these and other subjects have been given to classes taken to the museum by their teachers, one each school day since the middle of November. The children are encouraged to ask questions and are allowed to handle and examine closely exhibits which are not perishable or will not be injured by moving and handling.

Will Work With Public Schools.

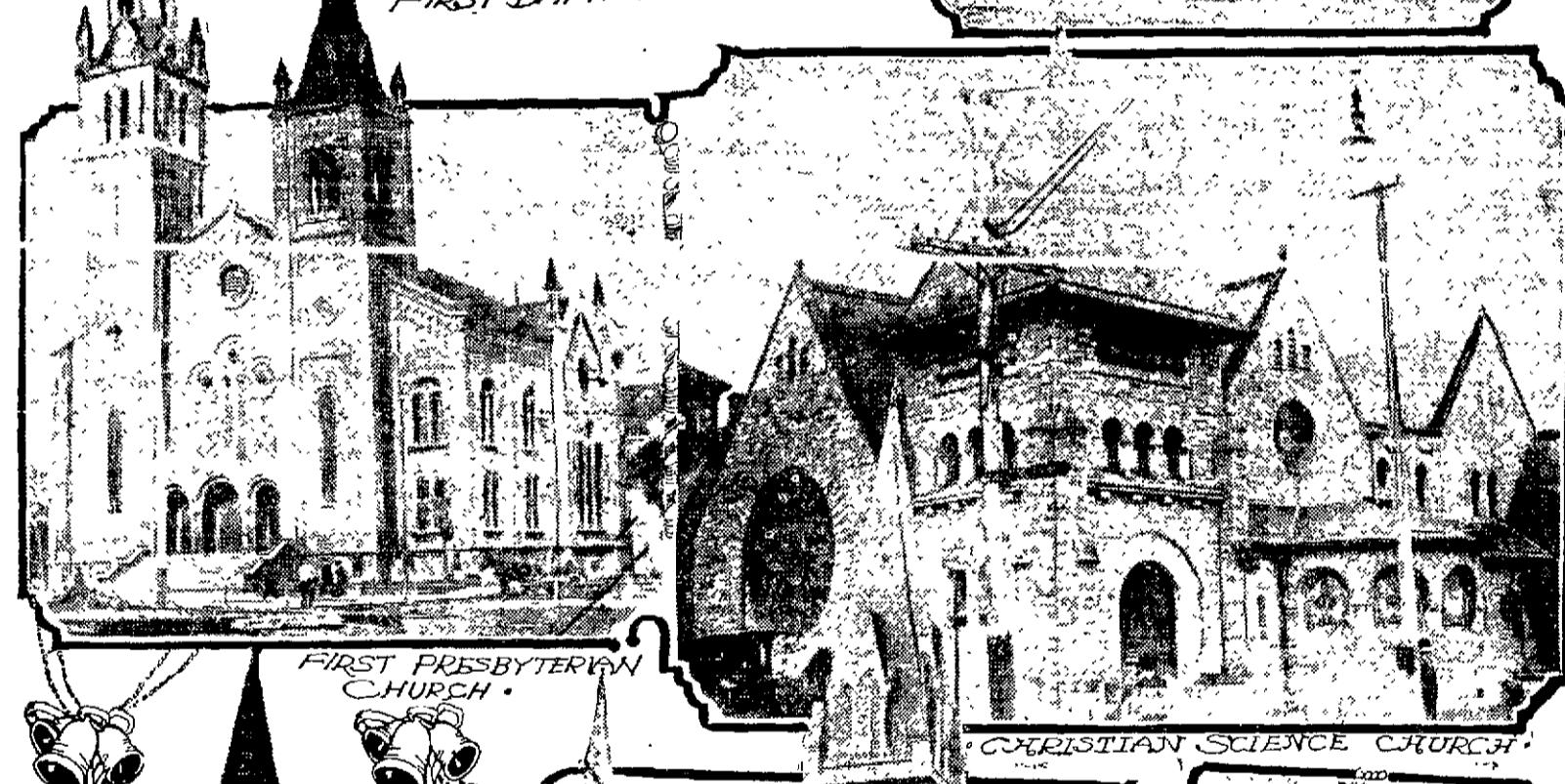
It is purposed to continue this work in connection with the public schools so as to make the museum a permanent means of education in Oakland. And as soon as possible an auditorium will be built, and lantern slides provided, so that lectures may be given on a variety of subjects which cannot be illustrated by the objects themselves. The educational value of a museum under such a system may be almost limitless. And it is believed that Oakland will realize that, being the first city on the coast to adopt such a plan, it behooves her to work it out to its greatest possible value. The good to be obtained from this system is not to be measured by the intrinsic value of the exhibits, but by the use made of them. An experienced teacher may give a greater lesson from an old spinning-wheel or an ordinary hornet's nest than from a valuable painting or a rare jewel. And if the citizens of the city support the project by their personal interest, attendance and money, Oakland should retain what she now has—first place on the Pacific Coast in maintaining an educational department in connection with the municipal museum.

SEVERAL OF OAKLAND'S CHURCHES

CHURCH OF THE IMMACULATE CONCEPTION

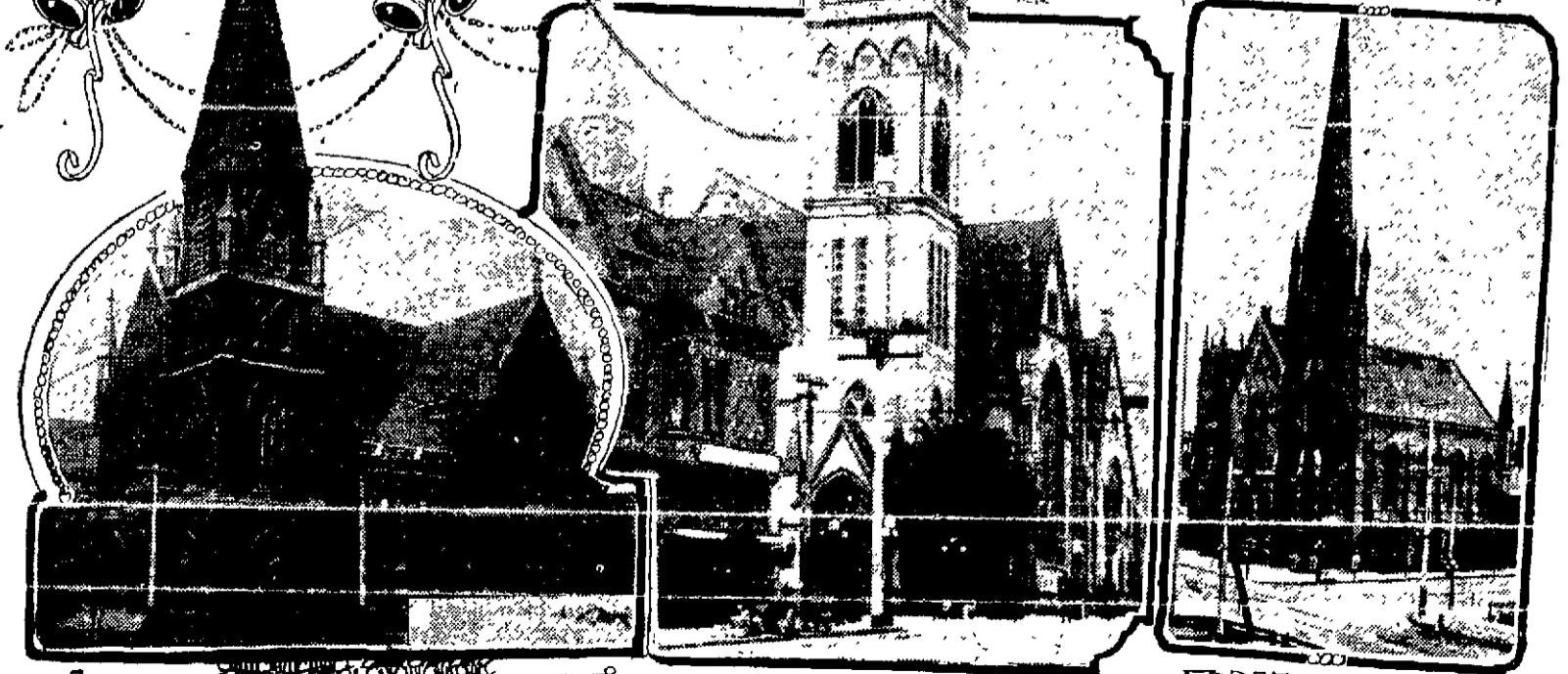


FIRST BAPTIST CHURCH



FIRST PRESBYTERIAN CHURCH

CHRISTIAN SCIENCE CHURCH



ST. FRANCIS DE SALES, CATHOLIC. FIRST CONGREGATIONAL CHURCH

FIRST METHODIST CHURCH

Every Creed Represented Working in Perfect Harmony

HOTELS ALL MODERN

Constructed and Maintained Along the lines of Progressiveness Demanded by Metropolitan Requirements



In the broadest of metropolitanism Oakland is developing its hotels on the broadest lines. In another year possibly, it will have a hotel equal, if not superior, to any caravansary on the Pacific Coast, in the Hotel Oakland, or as it is popularly known, the Bankers' Hotel, because the several banks in Oakland were its original promoters, and financed it, which is now in the course of construction and all of the contracts relating to the building of which have been duly let. The site of the building embraces an entire city block, 200 by 300, and the structure itself rises seven stories above the ground floor, and under it is a deep basement which will be occupied by the mechanical and other departments incidental to the operation of a first-class hotel of the most modern and up-to-date type. The site is within three blocks of the retail business center of the city and only fourteen blocks from the southern commercial water front which is now in process of municipal improvement on a comprehensive scale. The stations of the main lines of the Southern Pacific and the Western Pacific railroads are, moreover, respectively within thirteen and ten blocks of it. It is also tributary to the street railway system, reaching out in all directions to neighboring east bay shore cities and the suburban settlements in Alameda and Contra Costa counties. It has been planned to meet the wants of tourists as well as the commercial traveling public; and in its general plan is one of the most complete as well as the most attractive in its internal appointments and in its exterior and internal associations of any hostelry in existence in the United States.

Bankers' Hotel Nears Completion.

The Hotel Oakland is being constructed as perfectly fire and earthquake proof as modern architectural and mechanical science has been able to design

up to date. The foundation walls are massive structures of reinforced concrete; the frame, which was recently completed, is formed of structural steel of the heaviest and strongest type, and the outer walls and all of the floors are being constructed of reinforced concrete, thus assuring the greatest stability and perfect security against fire or earthquake. No building undertaken to be erected in modern times embraces within it more complete and perfect elements of safety and positive security than the Hotel Oakland and the design of the interior appointments will make in beauty of finish and ornamentation the equal, if not the superior, of any hotel in existence on the continent. The site cost the hotel company \$300,000, the building, unfurnished, will cost approximately \$875,000 more, and the furnishing, when completed and ready for occupancy by guests will cost approximately \$500,000 more. The structure will, therefore, represent when thrown open to the public an investment of at least \$1,500,000.

When the Hotel Oakland is completed, which will probably take another twelve months, so great is the magnitude of the enterprise, Oakland, so far as its hotel accommodations are concerned, will be on a strictly metropolitan basis, for, as a disinterested observer of the structure, in its present incomplete state, remarked: "It will be larger and more imposing than the Palace Hotel, the hostelry pride of San Francisco." And it will excel that establishment by reason of being located in a city of more beautiful environments and possessing an infinitely superior climate.

Other Noted and Fine Hostelries.

Even though the Bankers' Hotel had not been in course of construction, Oakland is well provided with hotels which in any other city would be rated as first-class. Few cities of its population have in fact as many hotels and since the San Francisco fire and earthquake they have been supplemented by first class boarding houses and apartment houses innumerable,

in which temporary sojourners may obtain the best of accommodations.

The Hotel St. Mark located at the northeast corner of Twelfth and Franklin streets, has been erected since the San Francisco calamity of 1906. It is an eight-story fire and earthquake proof building of modern type and appointments, and of a character that would be regarded as an ornament to any city, and, under the management of Henry Barker, has attained a large measure of popularity.

Hotel Crellin is one of the older hotels of the city, but it enjoys marked popularity and is always filled with guests, whose comfort is the first consideration of Louis Aber, the proprietor. This hotel is located in the heart of the retail business center on Washington street, at the corner of Tenth.

Up to Date in All Details.

Another of the popular hotels erected before the San Francisco fire which possesses all the comforts and conveniences of a first class hostelry and is patronized by the best class of people is the Hotel Metropole at the northwest corner of Thirteenth and Jefferson streets. It is owned by the Hotel Metropole Company and is managed by R. M. Briare, one of the most discriminating and attentive of hosts.

The Key Route Inn is one of the most unique hosteries in this or any other city, exceedingly attractive in both its exterior and interior appearance, having been built on the old English inn style of architecture. It stands at the Twenty-second street and Broadway terminus of the Key Route ferry and trains.

Other hotels are The Adams, Ernest Adams, proprietor, located in the Orpheum building on Twelfth street, between Clay and Jefferson, which is strictly modern in every respect; the Hotel Arcade, C. W. Phillips, proprietor, recently built at the junction of Twentieth street and San Pablo avenue; Hotel Athens, John B. Jordan, proprietor, on Broadway, opposite its junction with Telegraph avenue; and a long list of other hosteries too numerous to mention in this brief sketch of Oakland's hotel facilities and hotel life.

SALVATION ARMY CAMPAIGNS VIGOROUSLY

By ADJUTANT WEST, Commanding Salvation Army



GREAT many people who hear and see the Salvation Army on our streets every evening, rain or shine, do not realize the extent and range of the services these people render for the good and uplifting of humanity. It is impossible to give an exact account of their work, but the following data kindly given us at the headquarters, 523 Ninth street, is certainly very interesting and goes to show the great Christian work which the army is carrying on in our midst.

Since Mrs. West and myself took charge of the Oakland corps about five months ago there has been no less than 149 men and women converted. These cases vary, from the tough drunkard to well dressed, respectable citizens; from the most ignorant specimen to the well-educated and refined. Quite recently a man speaking ten languages and writing eight, came to the mercy seat seeking more light. He was not a bad man morally, but the transformation of mind and heart was wonderful. He is a born orator and can be heard every night speaking of the wonderful change of heart which he has received and its Christ-like effect upon him and his relationship to the brotherhood of man. Another instance is that of a southerner whose very appearance indicated that he was out with the world and was simply looking for trouble. Now he is one of the happiest, sunniest men among all the converts and is a conspicuous figure in the army every night. These are two isolated cases, but drunkards have become new men—men

on continued debauch for months at a time have been reached and reformed.

Meals Given to Hundreds.

In the relief department meals were given to 224 men and women; 298 were given lodging and twenty-seven families were temporarily helped. The city and county prisons are visited every Sunday and the hospitals every second Sunday.

Visiting among the poor, sick and distressed is systematically carried on, and during the past five months no less than 606 families were visited, consuming 741 hours of time outside of officers' regular work.

In this same period there 494 inside and outside meetings held, attended by some 31,977 listeners. Many families have been made happy by the parents

being united again through the kindly quietness and love of our officers and members. At the annual Christmas festival by the Oakland corps, 3000 of Oakland's very poorest were given a Christmas dinner, and the children with mammoth Christmas trees laden with all that delights the little ones.

During the investigating of the deserving poor many pathetic and distressing cases are found. Only yesterday a representative of the army found a woman very ill (the husband dead), a little twelve-year-old girl just recently discharged from the hospital, no money and scarcely a bite to eat. Mrs. West immediately visited her, sent a doctor and ordered a goodly supply of groceries, etc. Dozens of cases just as distressing as this one might be cited.

My wife is most untiring and devoted to her work. Frequently after a strenuous day's work she gets home only to be called to sit at the bedside of some sick one and give all the physical and spiritual comfort she can.

WONDERFUL SHOWING OF POSTOFFICE

ITH gross receipts totaling \$377,032.16 for the year 1910, a gain of \$33,512.87 over the previous twelve months, the Oakland postoffice shows, once more, the wonderful growth of the city. The enormous business done by the local office was handled by 114 regular carriers, 11 substitutes and 109 clerks, and 27 sub-stations added to the matter handled at the main building.

More than a million and one-half dollars in money orders were issued, which is also an increase. The mail received in the mailing division in the time elapsing between January 1, 1910, and December 31, the same year, was more than 22,000,000 letters and over 8,000,000 packages, a total of 28,177,300 pieces of matter.

Postmaster Schaefer states that the phenomenal growth of the postoffice business will necessitate the addition of many carriers and clerks during the present year.

Postmaster Schaefer's Statement.

His comparative statement is as follows: Gross receipts during the year, January 1, 1910, to December 31, 1910.....\$377,032.16 Gross receipts during the year, January 1, 1909, to December 31, 1909.....343,519.29

Increase during the year 1910.....\$ 33,512.87

Number. Amount.
Money orders issued from January 1 to December 31, 1910.....158,680 \$1,622,998.95
Money orders issued from January 1 to December 31, 1909.....148,623 1,514,855.80

Increase during year 1910..... 9,907 \$ 108,141.15

Pieces of mail received for registration from January 1 to December 31, 1910..... 93,818

Pieces of mail received for registration from January 1 to December 31, 1909..... 88,172

Increase during year 1910..... 5,646

Pieces of registered mail received for delivery from January 1 to December 31, 1910.....94,184
Pieces of registered mail received for delivery from January 1 to December 31, 1909.....89,017

Increase during the year 1910..... 5,167

Special Delivery Department.

Number of special delivery letters and packages delivered from Jan. 1 to Dec. 31, 1910.....55,147
Number of special delivery letters and packages delivered from Jan. 1 to Dec. 31, 1909.....54,303

Increase during the year 1910..... 844

Letters. Pkgs. Etc. Total.
Mail received in the Mailing Division, during year 1910.....23,074,000 6,103,300 28,177,300
Mail received in the Mailing Division during year 1909.....19,338,280 5,888,930 25,227,210

Increase during the year 1910..... 2,735,720 214,370 2,950,090
Pouches and sacks dispatched during the year 1910..... 52,181 90,541 142,722

Pouches and sacks dispatched during the year 1909..... 51,930 86,073 138,003

Increase during the year 1910..... 251 4,468 4,719
Pouches and sacks received during the year 1910..... 50,275 89,563 139,838

Pouches and sacks received during the year 1909..... 50,137 86,073 136,210

Increase during the year 1910..... 138 8,490 3,628

What Oakland Has Done the Past Year

Expended \$1,758,856 on the permanent construction of streets, sidewalks and sewers.

Completed work on the new \$1,000,000 city hall and finished the police and fire alarm telegraph building.

Opened the municipal museum with extensive educational exhibit.

Let contracts for work on great harbor improvement that is to make Oakland the best equipped port for handling traffic on the Pacific coast of the United States.

Adopted a new charter with provisions adapted to assist the progress of this community and make it attractive to outsiders.

Extended the park and children's playground system so as to bring all portions of the city into the enjoyment of these public pleasure grounds.

SEEW BELOW

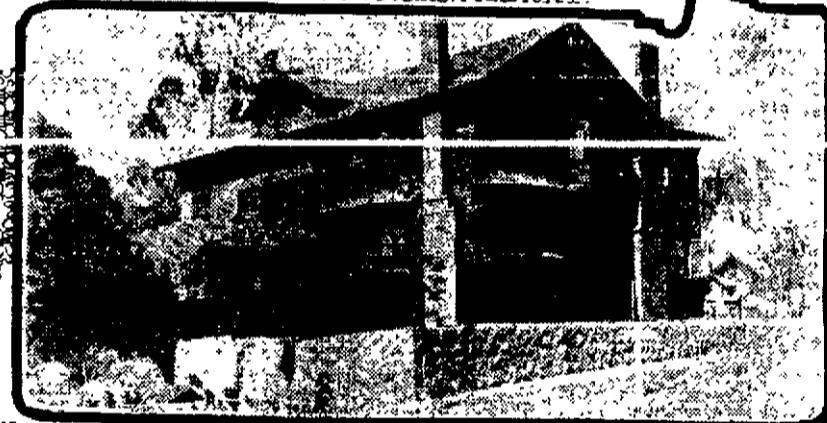
CITY OF BEAUTIFUL HOMES



RESIDENCE OF H.W. TAYLOR, CLAREMONT.



RESIDENCE OF WALLACE ALEXANDER, PIEDMONT.



RESIDENCE OF COL. J. MULLEN, E. 27TH ST., EAST OAKLAND.

HOME OF W.L. WOOD, PLAZA DRIVE, CLAREMONT



HOME OF A.L. LEACH, GRAND AVE.

HOME OF A.H. GLASCOCK, 741 WALSWORTH AVE.

HOME OF MRS. SOL KAHN,
669 OAKLAND AVE.RESIDENCE OF RALPH
COXHEAD, BELLEVUE AVE.

Oakland's Fame as a Home City Has Become World Wide.

ATHENS OF THE WEST

Nothing But the Best Was Motto of Pioneer Founders of State University for Legacy to Descendants

By PRESIDENT BENJAMIN IDE WHEELER



HE last biennial period of the University of California has brought many changes in the line of progress. First, as regards the number of students: in 1908 there were in the colleges at Berkeley 2916—the number of graduate students was 324—whereas in 1910 there were 3352 students at Berkeley, including 425 graduate students. On November 1 of last year, the net total of all students in the university was 4226, or, if we add the summer session, deducting duplicates, and also the short course in the farm school and university extension, we have a grand total of 5829. This is the number of persons who are being reached for purposes of instruction by the university.

During this period has been erected the Doe Library building. The final plan has not been completed and will not be probably for a dozen years or more. The building will provide space for 350,000 volumes. That portion of the building which is now complete is built from the bequest of Charles Franklin Doe, at an expense of about \$750,000, and \$200,000 has been added from university funds to equip and furnish it. During this period has been erected also the Boalt Memorial Hall of Law, the gift of Mrs. Elizabeth Boalt and lawyers of the State of California. A new and much needed agricultural building, upon which \$300,000 will be expended, has been begun. A large temporary building has been built for pathology and bacteriology. A zoological museum has been erected to store the rich collections given to the university by Miss Annie M. Alexander. The student infirmary has been enlarged by the addition of a dispensary and clinic. This infirmary has come to be a great blessing to the university; usually more than a hundred students a day receive treatment there and

on an average ten are in bed. Five nurses and three physicians are employed. Sather gate at the Telegraph avenue entrance has been erected at a cost of \$40,000. An addition to the architecture building has been provided, more than doubling its floor space. The department of architecture is rapidly assuming form as an important part of the university. Six tennis courts for the students have been built with monies derived from the students' gymnasium fees, and there are now nine courts in all open to the students. Two hundred and fifty acres of land, constituting the main lower portion of Strawberry Canyon, have been acquired and added to the university domain. This constitutes not only a protection to the university from the rear, but will provide a water supply, particularly as protection against fire.

Improvements for the Students.

In the canyon has been established a rifle range for the university cadets. There has been constructed also a great swimming pool 187 feet long for the use of the students in the university. During this period also has been established the farm school at Davis. Every term more students come to it. Its purpose is to prepare for the work of the farm boys who are to be farmers. The farm has been equipped with some fourteen buildings, and is already well installed in its beneficent work for the farming community. Students in the regular agricultural courses go to this farm for periods of several weeks to take courses which can only be given to advantage on the farm, such as courses in animal industry, dairy practice, farm practice, use of tools, tests of live stock, etc. The farm serves further the purpose of agricultural investigation. Here have been conducted the famous investigations of Dr. Shaw which are producing a new seed wheat for the use of the state which will add millions to the annual income of California. The agricultural demonstration train has been introduced. It has gone up and down the state instructing the people and giving demonstrations of the use of farm machinery, etc., by the use of cars equipped as laboratories and museums; 73,000 people last year visited this train. A laboratory has been provided for the marine biological station at La Jolla, near San Diego, the gift of Miss Ellen B. Scripps. A finely equipped seismological station, than which there is no better station in the country, has been established on the grounds of the university. The university's scientific publications have been greatly ex-

tended, so that we are placed on a basis of exchange with some 700 different universities and learned societies throughout the world. The Kearney estate of 5400 acres has been taken over into the possession of the university. This is the gift of Mr. M. Theodore Kearney, and will ultimately be used for the support of agricultural investigation and instruction, both in the form of short courses and probably of a school at Fresno. The administrative machinery of the university has been widely reorganized. The students have developed their system of self-government more fully every year and during recent years it has come into very complete and beneficent activity, taking charge, on the basis of student honor, of the class examinations:

Plans for Enlarging University.

The greatest need of the university at present remains the provision of buildings large enough to house the great body of students now assembled. The old buildings were provided for a college of five or six hundred and have to do duty today for an institution of 3500. The first great need is a building to replace North hall at the northeast corner of the library building. The present building has done good service, but is worn out and weakened. Standing as it does in close proximity to the new library, it is a fire peril. Geology, palaeontology and mineralogy demand new quarters. So does botany; so does zoology. The chemical laboratory is forced to do service for five times as many students as it was originally constructed for. On every hand there is need, but the splendid spirit of faculty and students in working on among existing conditions has made it possible to do things that ordinarily could not have been done. But we are asking too much patience on their part. The students come from high schools where there is plenty of room and admirable equipment and find, especially in the laboratories of physics, chemistry and botany, everything overcrowded. The pioneers of California who founded the university wished for an institution where their children could obtain as good an education as that offered by the institutions of the east. They desired that their children should not suffer from isolation from the homes of their forefathers. It behoves us that nothing but the best should be provided for California. It is not yet time to build a university but we are proceeding steadily toward the goal which is the fulfillment of the founders' ideals.

GREEK THEATER KNOWN ALL OVER WORLD

Past Year Has Seen Wonderful Advancement in Completing the Building Scheme of the State University—Agricultural Hall is Now Under Construction—Doe and Boalt Hall in 1911



HE Hearst architectural plan is being gradually realized in artistic and enduring stone piles on the University of California campus. The past year has seen active progress toward the better material housing of the institution through the generosity of private benefactors.

The new University library, built from Charles Franklin Doe's bequest, and Boalt Hall of Law, the gift of Mrs. Elizabeth Josselyn Boalt and the lawyers of California, will be completed early in 1911. The Sather gate, reared by the munificence of Mrs. Jane K. Sather, has been completed, save for the decorative sculptures for which her gift has made special provision.

Work has begun on Agricultural Hall, planned to be built from the permanent building fund, and planned to relieve somewhat the congestion brought about by the rapid expansion of instruction and research in agriculture. An extension has also been built to provide space for the pure food laboratory of the State Board of Health, a work of vast importance to the people of the State. A roadway of permanent construction has been built from the Sather gate to the new library.

California Hall Part of Plan.

California Hall was first ready for occupancy in the autumn of 1903. It was built at a cost of \$250,000, appropriated for the purpose by the state legislature, and is one of the buildings provided for in the Phoebe A. Hearst architectural plan. Its site is at the right of Boalt Hall facing west. The Hall of Philosophy will similarly flank Boalt Hall on the left. The first floor of the building is given over in chief measure to the departments of history and economics. The administrative offices are all situated on the second floor, and are also the faculty room and the offices of the department of education. For the present the Academy of Pacific Coast History has its home in the attic of California Hall, but in due course the Academy with the Bancroft Library, will be housed in the new Doe Library building.

Hearst Memorial Mining Building.

The corner stone of the Hearst Memorial Building was laid on November 19, 1902. The building was formally opened and dedicated on the afternoon of August 23, 1907. It has been described by President Wheeler as "not only the largest but the most completely equipped building devoted exclusively to the study of mining, engineering, in the world." In the drawing of the plans Professor John Galen Howard

worked in constant conference with Dr. S. B. Christy, the dean of the mining college. Between them these two men visited nearly every mining and technical school of rank in the old world and the new. It was intended that the building should be useful and beautiful; but the beauty, as Architect Howard said, was sought "not by easy masquerade and putting on of architectural stuff, but by organic composition; we have in all frankness chosen character rather than mere prettiness as the end to be reached, sure that the highest beauty is to be derived from organically right foundations, not free from any kind of surface scorings or plasterings. The administrative and more public parts of the building are in the front, and south portion. The most important of these artistically is the great memorial vestibule museum occupying the center of the south facade, lighted by three great arches and running through three stories to the roof, where also light enters through three low domes. To right and left from the vestibule lead grand staircases. East and west of the main vestibule on both first and second stories are administrative offices and lecture rooms. Three wings extend north from this southern suite of rooms. The central space, which is the "core and heart of the building" is a great court to be devoted to the purposes of the mining laboratory. The east and west wings on the exterior, corresponding to the central court on the interior, are arranged for metallurgical laboratories and for special and research laboratories. Above these are the drafting rooms. The northern end of the building is occupied in the center by the dry crushing tower, on the east by the copper and lead smelting laboratory, and on the west by the gold and silver mill. The building is the gift of Mrs. Phoebe A. Hearst, and is erected in memory of her husband. Its cost was \$640,000. It is of course one of the buildings provided for in the Hearst plans for the greater university.

Greek Theater Musical Center.

The Greek Theater was formally dedicated on September 24, 1903, when addresses were delivered by Ben Weed, who first discovered the site, Professor John Galen Howard, the architect, President Wheeler, and William Randolph Hearst the donor. There followed a presentation by the students of the university of the "Birds of Aristophanes." The Theater has since been very largely the center of the musical and dramatic activities of the university as well as the places of assembly, when weather permits, for great occasions such as Charter Day and Commencement. Its seating capacity is something over eight thousand, and its cost was \$47,000. It is again one of the structures provided for in the plans for the greater university.

The corner stone of the Doe Memorial Library was laid on Thanksgiving Day of 1908 in the presence of the assembled faculty, students, and friends of the University. Addresses were delivered by the Librarian, Mr.

J. C. Rowell, Mr. Loring B. Doe, and President Wheeler. The building represents a gift of over \$664,000, being the bequest of Mr. Charles Franklin Doe. One of its most distinctive features is the great reading room with its gentle northern light. There will be almost unlimited provision in the building for books, not only of the general library but of the Bancroft collection, which will have special quarters there. An extensive series of seminary rooms are provided. A feature of the building is the great north facade, of which one has an excellent view from the road entering the university grounds from North Berkeley. The building stands just to the right of California Hall facing north, and is a member of the permanent group.

Boalt Hall of Law.

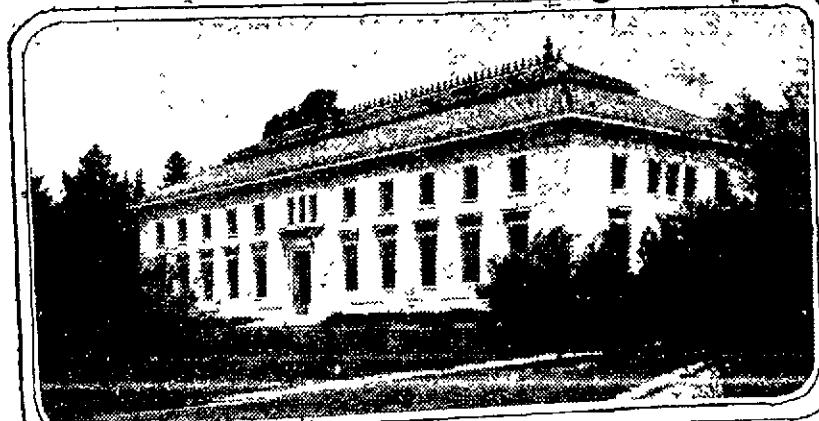
Boalt Hall of Law will be occupied, with the opening of the next semester, by the law department of the university. On the first and sub-floor are the law club rooms and the lecture rooms. The second floor is occupied by Lawyers' Memorial Hall, comprising the reading hall, the conference rooms, the stacks, the studies of professors, and the lawyers' room. In the latter any lawyer of the State desiring to use the great library which it is hoped will be gathered here may be accommodated. The Hall is by universal consent one of the most pleasing on the campus, both outside and in. It is erected at a cost of \$150,000, \$100,000 of which was provided by Mrs. Elizabeth Boalt and the rest by gift of the legal profession of the state. It belongs to the group of permanent buildings of the greater university.

Agriculture Hall Started.

The Agriculture Building, to cost approximately \$300,000, is now in process of construction. In its exterior the building is suggestive of the type of architecture of the north Italian country. Like other buildings of the Phoebe A. Hearst plan, the Hall is to be of white granite with red roofs of mission tile. It will represent the highest development of modern fire resistive construction. The frame will be of steel fire-proofed in concrete. The building will measure 162 by 64 feet in size. On the main floor will be lecture room with rising tiers of seats, a museum corridor to house collections of the department likely to be of interest to visitors; an agricultural library; a laboratory of horticulture and viticulture; and the offices of Professor E. J. Wickson. Laboratories, lecture rooms, and apparatus rooms and four studies for professors will occupy the second floor. The basement floor will

(Continued on Page 22)

The University of California



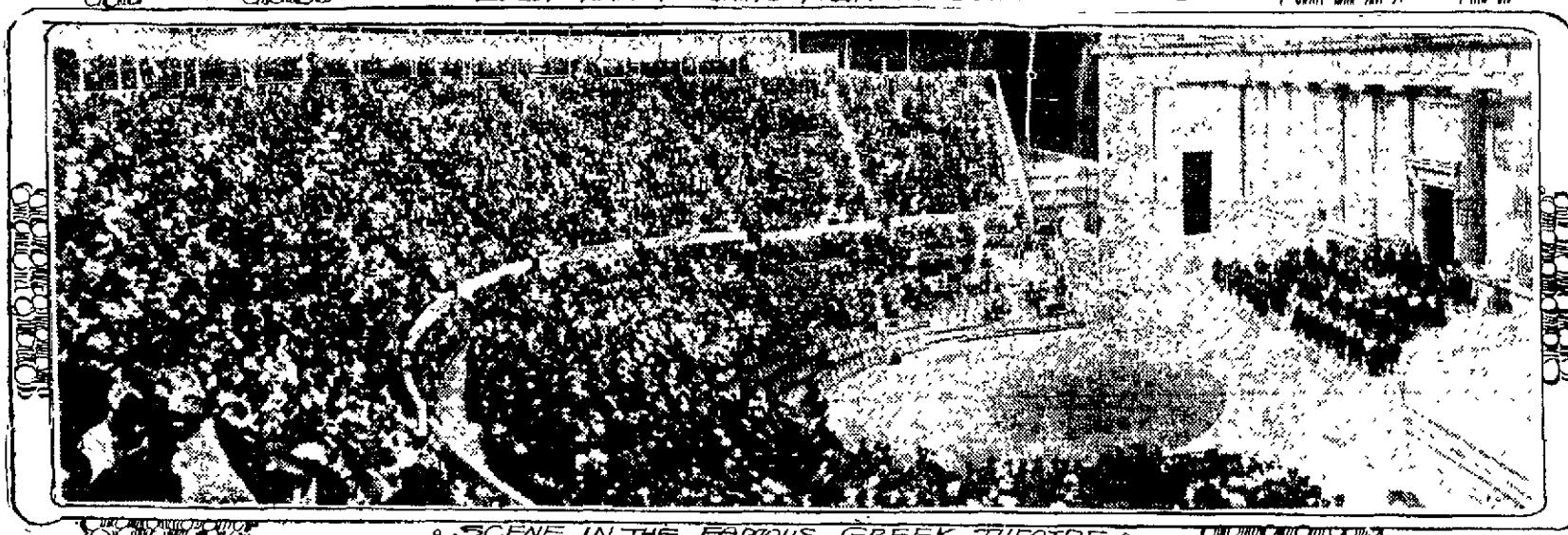
THE NEW ADMINISTRATION BUILDING



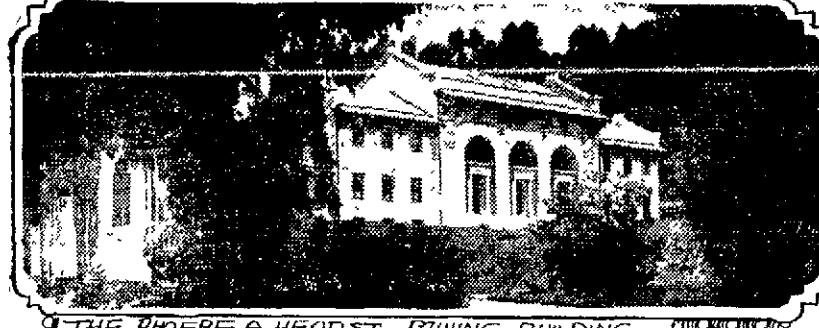
OLD SOUTH HALL



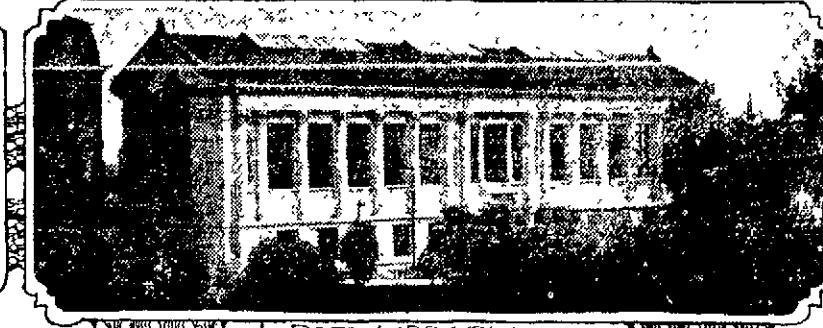
EAST HALL, LOOKING FROM THE BOTANY BUILDING



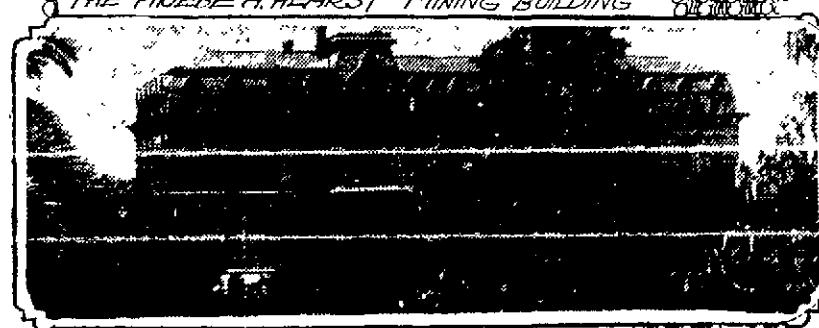
SCENE IN THE FAMOUS GREEK THEATRE



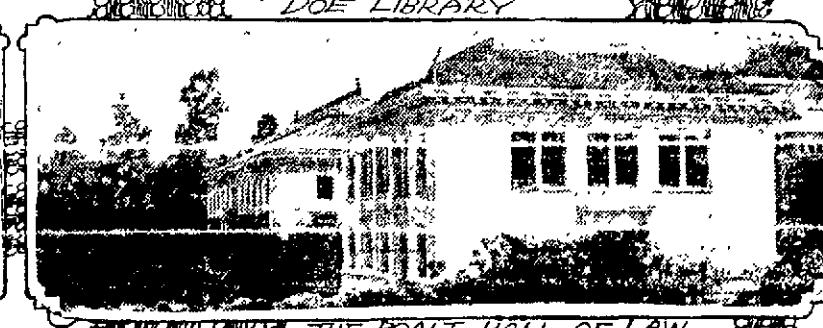
THE PHOEBE A. HEARST MINING BUILDING



DOE LIBRARY



NORTH HALL



THE BOALT HALL OF LAW

State University Is the Source of the Greatest Pride

PLAYGROUNDS OF CITY

Movement Welcomed in This City Where Every Effort Is Made to Better Welfare of Oakland's Children

By GEORGE E. DICKIE, Superintendent of Playgrounds



THE playground movement, as it is known, which is so rapidly sweeping over the whole country, is a comparatively modern growth of city conditions. Three years ago there were 65 cities and towns in the United States having public playgrounds for children. Today there are almost 400 such cities, and the number is increasing very rapidly. Among the California cities which have opened municipal playgrounds are: Oakland, Los Angeles, San Francisco, San Diego, Kentfield, Marin County, Pasadena, Alameda, San Jose and Santa Barbara, and playgrounds are now being agitated in Sacramento, Stockton, Ventura, Santa Rosa, Berkeley and others. The organized and supervised playground of today is a very different thing from the idea of a playground that existed ten years or more ago. The chief feature of the present playground is supervision. Experience has proven that, unless there is a director on the playground to protect the rights of the children and lead the activities, that the playground becomes worse than nothing at all, and is a menace to the community; and in many cities, notably Washington, D. C., playgrounds had to be closed because there was no supervision. A playground without supervision becomes a rendezvous of the gang, the loafer and those men and women who prey upon boys and girls. With supervision, the playground becomes a powerful factor for upbuilding the mind and body and character of the child. Provide the growing boy with a healthy, normal outlet for his animal spirits and he will not get into the juvenile court. Provide him with the opportunity for healthful outdoor exercise and for the expression of his normal play instincts and he will not grow up to be a weakling who may become a charge to the community.

Many New Conditions Exist.

The growth of our cities has brought about new conditions; conditions unfavorable to the normal development of the child, and the playground is one of the strongest features in overcoming these conditions.

The first active playground work in Oakland was commenced as an experiment at the Prescott and

Tompkins schools, in the summer of 1909. Vacation playgrounds were maintained at these two places. The attendance by the children was so large and the support received from the general public so great that it was decided to start in the work of preparing large public playgrounds for the children of Oakland. In October, 1909, the city council appropriated \$10,000 to the use of the Playground Commission, which was expended in maintaining a playground at the Tompkins school during the entire year; the summer playgrounds in several school yards and parks during the summer of 1910, in addition a large playground, was laid out at Bushrod Park and fully equipped. The playground proper at Bushrod Park covers an area of 300 square feet. The ground was first graded, surfaced and fenced. The following apparatus was installed: Outdoor gymnasium, basket ball courts, volley ball courts, sand boxes, giant strides, children's slides, swings, etc. A field house, containing shower baths, lavatories, dressing rooms and an office for the director, was also constructed. In addition to this playground, a large athletic field and running track is being constructed at Bushrod Park by the Board of Education. This playground was opened to the children of Oakland June 1, 1910, under the direction of two trained supervisors, one for boys and one for girls.

Opening New Playgrounds.

Beginning with July 1, 1910, the Playground Commission started on the second year of its existence with the opening of De Fremery Playground, at Sixteenth and Poplar streets. This is situated at De Fremery Park, in which there are so many fine old oaks, and is by far the most beautiful playground in Oakland. The work of equipping this playground has progressed during the first half of the present fiscal year and when completed the equipment will be similar to that of Bushrod Playground. Here there are also two fine asphalt tennis courts, which are much enjoyed by the people from all parts of the city.

Another playground has been conducted throughout the present fiscal year at Garfield school in East Oakland. This is equipped with some apparatus and is well attended by the children.

The total attendance of children for the six months from June 1 to December 1, 1910, in all the playgrounds, was 134,784, or an average monthly attendance of 22,464.

Each of these playgrounds is supervised by a man and a woman, who are trained for the work of play leaders. The children are organized into teams, leagues and other units, for the playing of games.

The following is a list of some of the activities that take place on the Oakland playgrounds:

Football, baseball, volley ball, basket ball, captain

ball, Newcomb passball, basket catchball, circle catchball, dodgeball, jump the shot, tag, last couple out, Charlie on the water, prisoner's base, folk-dancing and all kinds of circle games for small children, besides occupation work, etc.

Folk-Dances Are Feature

Folk dances are the dances of the peasants of Europe; national dances and gymnastic dances of all nations, adapted for the use of the girls on the playgrounds.

It is planned by the Playground Commission to extend the system of playgrounds in the future so that ultimately there will be a playground within easy walking distance of every home. Plans are under way and work will soon start on a new playground at San Antonio Park, Sixth avenue and East Sixteenth street.

Two large baseball fields, with dressing rooms, bleachers, etc., are being maintained at Bay View Park in West Oakland.

Perhaps the largest and most complete playground that will be developed in Oakland will be that at Peralta Park, located between Eighth and Twelfth streets south of Lake Merritt. This park has an area of thirty acres and is so located that it will become the great central meeting place and playground for the people of Oakland. Here it is planned to construct an immense stadium for all forms of athletics and athletic events. There will be baseball fields, football fields, tennis courts, basket ball courts, gymnasium apparatus, playgrounds for small children, and, in fact, opportunities for playing any kind of game that the people may desire. A large field house will be constructed to contain baths, lavatories, rest rooms and restaurant, where light refreshments can be had at a moderate cost.

Property Owned by Commission.

The present property at the disposal of the Playground Commission comprises sixty-six acres, distributed as follows:

Bay View	11 acres
Peralta	30 acres
Bushrod	17 acres
De Fremery	4 acres
San Antonio	4 acres

Another feature of the playground movement, as it is being planned, is the development of the school yard playground. At recent conferences between the Playground Commission and the Board of Education it was decided to provide supervision for and open a number of school yard playgrounds. These, while not as large as the park playgrounds, will provide play centers near the homes of all the children.

University of California State's Pride

Continued from Page 20)

contain a laboratory for experimental work in questions connected with the treatment of plant diseases by spraying and a mailing room, a lecture room, two faculty studios, etc. As soon as completed the building will be fully occupied, and it will be necessary to proceed almost immediately to construct one of the two wings which are included in the final plan of the building.

North Hall Ancient Structure

North Hall is one of the oldest structures on the campus. It is a building of wood. It has long been a favorite with the students, and North Hall steps have become by tradition the place of assembly of upper classmen. The building contains many class rooms, where instruction in the languages or law, in English and in the classics has heretofore been given. It will house at one time somewhere about 2000 students, but its present use is a constant menace in case of fire to the Doe Library Building. It should be removed and replaced by a newer general residence building to be constructed at an estimated cost of \$1,000,000.

South Hall Still Useful

South Hall is of brick. It has no place in the Master plan, but it must serve for a half century or more. It is now occupied by the departments of physics, zoology and mineralogy. The administration of

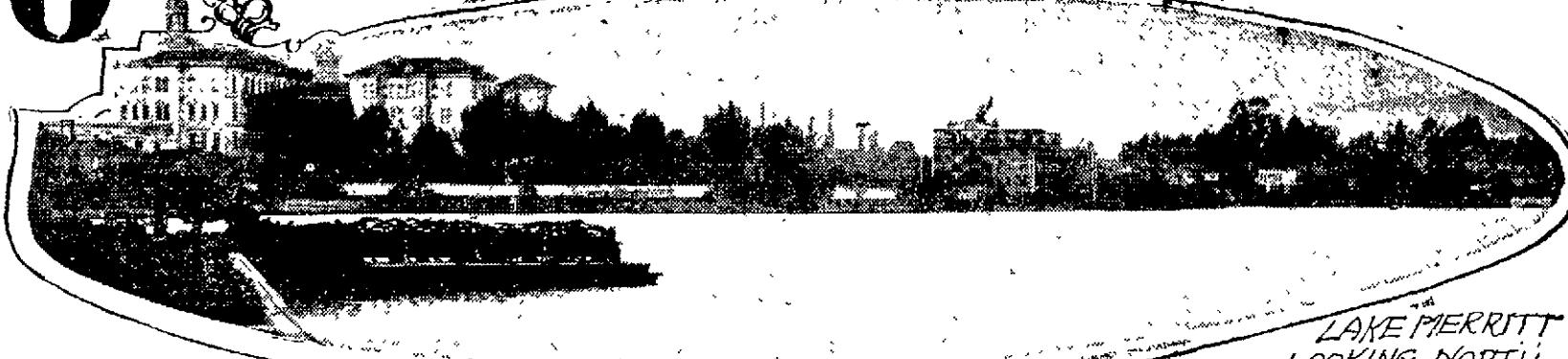
sees formerly had their place on the first floor. All the departments now located there are sorely pressed for room, and must before the lapse of many years be provided with accommodation elsewhere.

East Hall, a wooden building, is now occupied by the departments of zoology and drawing. The rapid expansion in the research and instruction of the former department demands, however, that the department of drawing be soon given space elsewhere. It is possible that a wing will be added to the present architectural building at the north entrance to the university.

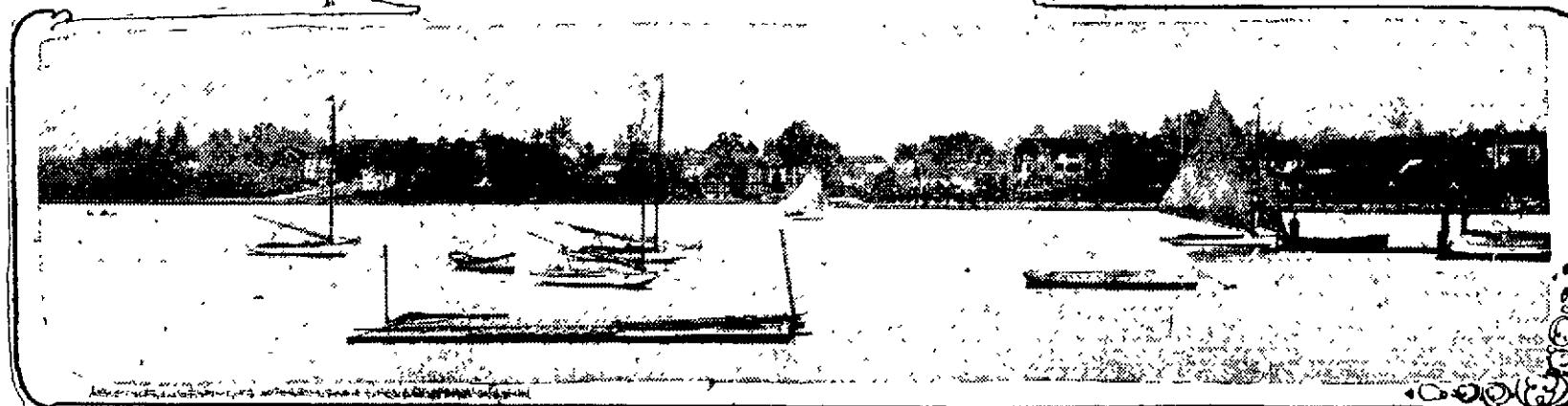
H. A. LONGFELLOW, WOOD AND COAL

So much depends upon the honesty of the wood and coal dealer as to weight and quality of his supplies, that it behoves people to deal only with the most reliable. Few people are able to judge coal, either its quality or its value, and it is a good idea to buy coal from a reliable dealer. H. A. Longfellow, who has one of the best stocked yards in the city at 320 and 322 and 324 and 326 and 328 and 330 and 332 and 334 and 336 and 338 and 340 and 342 and 344 and 346 and 348 and 350 and 352 and 354 and 356 and 358 and 360 and 362 and 364 and 366 and 368 and 370 and 372 and 374 and 376 and 378 and 380 and 382 and 384 and 386 and 388 and 390 and 392 and 394 and 396 and 398 and 400 and 402 and 404 and 406 and 408 and 410 and 412 and 414 and 416 and 418 and 420 and 422 and 424 and 426 and 428 and 430 and 432 and 434 and 436 and 438 and 440 and 442 and 444 and 446 and 448 and 450 and 452 and 454 and 456 and 458 and 460 and 462 and 464 and 466 and 468 and 470 and 472 and 474 and 476 and 478 and 480 and 482 and 484 and 486 and 488 and 490 and 492 and 494 and 496 and 498 and 500 and 502 and 504 and 506 and 508 and 510 and 512 and 514 and 516 and 518 and 520 and 522 and 524 and 526 and 528 and 530 and 532 and 534 and 536 and 538 and 540 and 542 and 544 and 546 and 548 and 550 and 552 and 554 and 556 and 558 and 560 and 562 and 564 and 566 and 568 and 570 and 572 and 574 and 576 and 578 and 580 and 582 and 584 and 586 and 588 and 590 and 592 and 594 and 596 and 598 and 600 and 602 and 604 and 606 and 608 and 610 and 612 and 614 and 616 and 618 and 620 and 622 and 624 and 626 and 628 and 630 and 632 and 634 and 636 and 638 and 640 and 642 and 644 and 646 and 648 and 650 and 652 and 654 and 656 and 658 and 660 and 662 and 664 and 666 and 668 and 670 and 672 and 674 and 676 and 678 and 680 and 682 and 684 and 686 and 688 and 690 and 692 and 694 and 696 and 698 and 700 and 702 and 704 and 706 and 708 and 710 and 712 and 714 and 716 and 718 and 720 and 722 and 724 and 726 and 728 and 730 and 732 and 734 and 736 and 738 and 740 and 742 and 744 and 746 and 748 and 750 and 752 and 754 and 756 and 758 and 760 and 762 and 764 and 766 and 768 and 770 and 772 and 774 and 776 and 778 and 780 and 782 and 784 and 786 and 788 and 790 and 792 and 794 and 796 and 798 and 800 and 802 and 804 and 806 and 808 and 810 and 812 and 814 and 816 and 818 and 820 and 822 and 824 and 826 and 828 and 830 and 832 and 834 and 836 and 838 and 840 and 842 and 844 and 846 and 848 and 850 and 852 and 854 and 856 and 858 and 860 and 862 and 864 and 866 and 868 and 870 and 872 and 874 and 876 and 878 and 880 and 882 and 884 and 886 and 888 and 890 and 892 and 894 and 896 and 898 and 900 and 902 and 904 and 906 and 908 and 910 and 912 and 914 and 916 and 918 and 920 and 922 and 924 and 926 and 928 and 930 and 932 and 934 and 936 and 938 and 940 and 942 and 944 and 946 and 948 and 950 and 952 and 954 and 956 and 958 and 960 and 962 and 964 and 966 and 968 and 970 and 972 and 974 and 976 and 978 and 980 and 982 and 984 and 986 and 988 and 990 and 992 and 994 and 996 and 998 and 1000 and 1002 and 1004 and 1006 and 1008 and 1010 and 1012 and 1014 and 1016 and 1018 and 1020 and 1022 and 1024 and 1026 and 1028 and 1030 and 1032 and 1034 and 1036 and 1038 and 1040 and 1042 and 1044 and 1046 and 1048 and 1050 and 1052 and 1054 and 1056 and 1058 and 1060 and 1062 and 1064 and 1066 and 1068 and 1070 and 1072 and 1074 and 1076 and 1078 and 1080 and 1082 and 1084 and 1086 and 1088 and 1090 and 1092 and 1094 and 1096 and 1098 and 1100 and 1102 and 1104 and 1106 and 1108 and 1110 and 1112 and 1114 and 1116 and 1118 and 1120 and 1122 and 1124 and 1126 and 1128 and 1130 and 1132 and 1134 and 1136 and 1138 and 1140 and 1142 and 1144 and 1146 and 1148 and 1150 and 1152 and 1154 and 1156 and 1158 and 1160 and 1162 and 1164 and 1166 and 1168 and 1170 and 1172 and 1174 and 1176 and 1178 and 1180 and 1182 and 1184 and 1186 and 1188 and 1190 and 1192 and 1194 and 1196 and 1198 and 1200 and 1202 and 1204 and 1206 and 1208 and 1210 and 1212 and 1214 and 1216 and 1218 and 1220 and 1222 and 1224 and 1226 and 1228 and 1230 and 1232 and 1234 and 1236 and 1238 and 1240 and 1242 and 1244 and 1246 and 1248 and 1250 and 1252 and 1254 and 1256 and 1258 and 1260 and 1262 and 1264 and 1266 and 1268 and 1270 and 1272 and 1274 and 1276 and 1278 and 1280 and 1282 and 1284 and 1286 and 1288 and 1290 and 1292 and 1294 and 1296 and 1298 and 1300 and 1302 and 1304 and 1306 and 1308 and 1310 and 1312 and 1314 and 1316 and 1318 and 1320 and 1322 and 1324 and 1326 and 1328 and 1330 and 1332 and 1334 and 1336 and 1338 and 1340 and 1342 and 1344 and 1346 and 1348 and 1350 and 1352 and 1354 and 1356 and 1358 and 1360 and 1362 and 1364 and 1366 and 1368 and 1370 and 1372 and 1374 and 1376 and 1378 and 1380 and 1382 and 1384 and 1386 and 1388 and 1390 and 1392 and 1394 and 1396 and 1398 and 1400 and 1402 and 1404 and 1406 and 1408 and 1410 and 1412 and 1414 and 1416 and 1418 and 1420 and 1422 and 1424 and 1426 and 1428 and 1430 and 1432 and 1434 and 1436 and 1438 and 1440 and 1442 and 1444 and 1446 and 1448 and 1450 and 1452 and 1454 and 1456 and 1458 and 1460 and 1462 and 1464 and 1466 and 1468 and 1470 and 1472 and 1474 and 1476 and 1478 and 1480 and 1482 and 1484 and 1486 and 1488 and 1490 and 1492 and 1494 and 1496 and 1498 and 1500 and 1502 and 1504 and 1506 and 1508 and 1510 and 1512 and 1514 and 1516 and 1518 and 1520 and 1522 and 1524 and 1526 and 1528 and 1530 and 1532 and 1534 and 1536 and 1538 and 1540 and 1542 and 1544 and 1546 and 1548 and 1550 and 1552 and 1554 and 1556 and 1558 and 1560 and 1562 and 1564 and 1566 and 1568 and 1570 and 1572 and 1574 and 1576 and 1578 and 1580 and 1582 and 1584 and 1586 and 1588 and 1590 and 1592 and 1594 and 1596 and 1598 and 1600 and 1602 and 1604 and 1606 and 1608 and 1610 and 1612 and 1614 and 1616 and 1618 and 1620 and 1622 and 1624 and 1626 and 1628 and 1630 and 1632 and 1634 and 1636 and 1638 and 1640 and 1642 and 1644 and 1646 and 1648 and 1650 and 1652 and 1654 and 1656 and 1658 and 1660 and 1662 and 1664 and 1666 and 1668 and 1670 and 1672 and 1674 and 1676 and 1678 and 1680 and 1682 and 1684 and 1686 and 1688 and 1690 and 1692 and 1694 and 1696 and 1698 and 1700 and 1702 and 1704 and 1706 and 1708 and 1710 and 1712 and 1714 and 1716 and 1718 and 1720 and 1722 and 1724 and 1726 and 1728 and 1730 and 1732 and 1734 and 1736 and 1738 and 1740 and 1742 and 1744 and 1746 and 1748 and 1750 and 1752 and 1754 and 1756 and 1758 and 1760 and 1762 and 1764 and 1766 and 1768 and 1770 and 1772 and 1774 and 1776 and 1778 and 1780 and 1782 and 1784 and 1786 and 1788 and 1790 and 1792 and 1794 and 1796 and 1798 and 1800 and 1802 and 1804 and 1806 and 1808 and 1810 and 1812 and 1814 and 1816 and 1818 and 1820 and 1822 and 1824 and 1826 and 1828 and 1830 and 1832 and 1834 and 1836 and 1838 and 1840 and 1842 and 1844 and 1846 and 1848 and 1850 and 1852 and 1854 and 1856 and 1858 and 1860 and 1862 and 1864 and 1866 and 1868 and 1870 and 1872 and 1874 and 1876 and 1878 and 1880 and 1882 and 1884 and 1886 and 1888 and 1890 and 1892 and 1894 and 1896 and 1898 and 1900 and 1902 and 1904 and 1906 and 1908 and 1910 and 1912 and 1914 and 1916 and 1918 and 1920 and 1922 and 1924 and 1926 and 1928 and 1930 and 1932 and 1934 and 1936 and 1938 and 1940 and 1942 and 1944 and 1946 and 1948 and 1950 and 1952 and 1954 and 1956 and 1958 and 1960 and 1962 and 1964 and 1966 and 1968 and 1970 and 1972 and 1974 and 1976 and 1978 and 1980 and 1982 and 1984 and 1986 and 1988 and 1990 and 1992 and 1994 and 1996 and 1998 and 2000 and 2002 and 2004 and 2006 and 2008 and 2010 and 2012 and 2014 and 2016 and 2018 and 2020 and 2022 and 2024 and 2026 and 2028 and 2030 and 2032 and 2034 and 2036 and 2038 and 2040 and 2042 and 2044 and 2046 and 2048 and 2050 and 2052 and 2054 and 2056 and 2058 and 2060 and 2062 and 2064 and 2066 and 2068 and 2070 and 2072 and 2074 and 2076 and 2078 and 2080 and 2082 and 2084 and 2086 and 2088 and 2090 and 2092 and 2094 and 2096 and 2098 and 2100 and 2102 and 2104 and 2106 and 2108 and 2110 and 2112 and 2114 and 2116 and 2118 and 2120 and 2122 and 2124 and 2126 and 2128 and 2130 and 2132 and 2134 and 2136 and 2138 and 2140 and 2142 and 2144 and

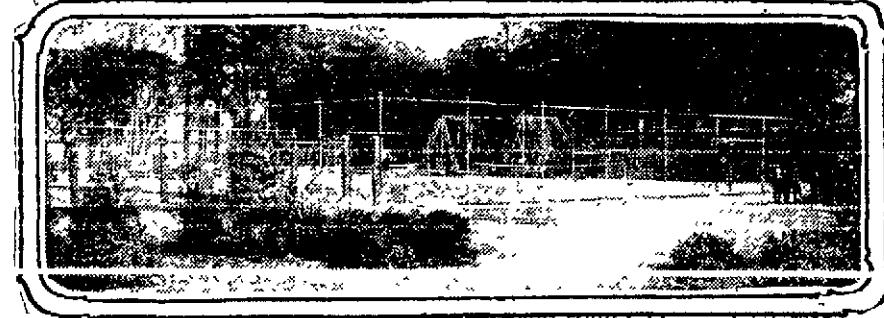
OAKLAND'S PUBLIC PARKS



LAKE MERRITT
LOOKING NORTH



LAKE MERRITT LOOKING EAST FROM 12TH ST.



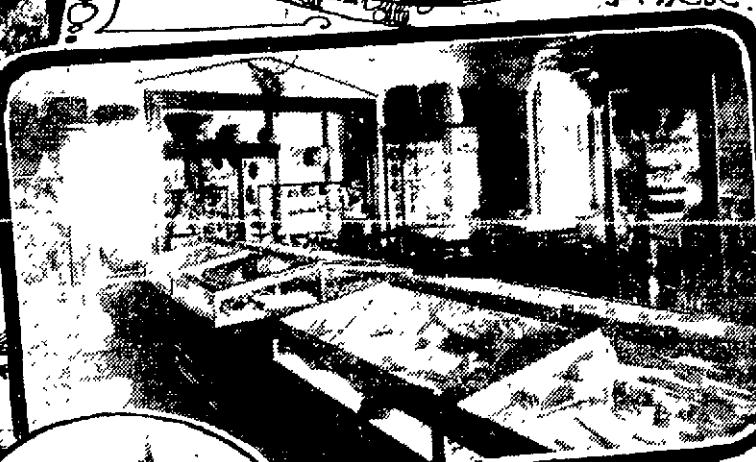
CHILDREN'S
PLAYGROUNDS,
BUSHROD
PARK



SCENE
IN
BUSHROD
PARK.



COLONIAL ROOM
OAKLAND'S PUBLIC MUSEUM.



INTERIOR OF
MUSEUM, SHOWING
EXHIBITS.



Salt Water Lake, 160 Acres in Extent, for Pleasure Seekers.

WONDERFUL STRIDES OF OAKLAND'S BANKS

OAKLAND BANK OF SAVINGS.

A OAKLAND has forged ahead in the line of commercial progress, her banks have kept pace with her marvelous development by their own increase and expansion of business. The semi-annual statement of the Oakland Bank of Savings, which was issued January 1, shows a splendid growth in that institution. The bank was organized in 1867, and has shown a steady progress each year since that time. At the beginning of the year 1888 the deposits totaled \$65,686, but they have continued to increase steadily since that time, except in periods of depression, which have been invariably reflected in a falling off in the record of the bank.

The year 1910 has been one of unusual prosperity in the community, and this condition has benefited the business of the bank, as shown by the statement just issued. The total deposits at that date amounted to \$19,610,794, which is an increase of \$1,500,000 over the record of January 1, 1910, and \$600,000 in excess of the statement of January 1, 1908, which was the banner year of the bank's business.

The principal officers and directors of the Oakland Bank of Savings have been connected with the institution many years. Vice-President Henry Rogers

is the senior in point of service, his connection with the bank covering a period of forty years. W. W. Garthwaite, the president, has been with the bank for thirty-eight years, and J. Y. Eccleston, the cashier and secretary, for eighteen years.

The directors of the bank are: M. L. Requa, a mining engineer of wide repute; George H. Collins, capitalist and wholesale lumber dealer, Horace Davis, capitalist, Arthur Breed, capitalist and prominent real estate dealer; W. B. Dunning, vice-president of the bank; Henry Rogers, second vice-president; James K. Moffit, cashier of the First National Bank of San Francisco; A. Borland, capitalist; J. P. Edoff, capitalist; J. Y. Eccleston, cashier and secretary of the bank and W. W. Garthwaite, its president. The officers are as follows: W. W. Garthwaite, president; W. B. Dunning, vice-president, Henry Rogers, vice-president; J. Y. Eccleston, cashier and secretary; Samuel Brock, assistant cashier; F. A. Allardt, assistant cashier; Leslie F. Rice, assistant cashier; J. A. Thompson, assistant secretary; A. E. Caldwell, assistant secretary.

The annual statement follows:

RESOURCES.			
Combined.	Savings	Commercial	Trust
Loans.	\$10,123,540.24	\$1,939,412.64	
Bonds.	5,228,858.04	176,170.00	\$244,000.00
Warrants (City and County)	17,617.13	17,617.13	
Bank Premises and Safe Deposit Vaults.	891,829.70		
Cash.	2,964,579.14	1,411,882.93	\$1,086.83
Totals.	\$21,586,666.59	\$17,746,337.81	\$295,086.83
LIABILITIES.			
Combined.	Savings	Commercial	Trust
Capital Apportioned.	\$ 700,000.00	\$ 250,000.00	\$200,000.00
Surplus Apportioned.	328,509.33	447,202.83	50,000.00
Deposits.	16,717,828.48	2,847,379.87	45,086.83
6.89	\$17,746,337.81	\$3,545,082.70	\$296,086.83
Totals.	\$21,586.50		

CENTRAL NATIONAL BANK AND CENTRAL BANK OF OAKLAND (SAVINGS).

THAT the financial status of the banks of Oakland is in splendid condition is evidenced by the condensed report of the Central National Bank and the Central Bank of Oakland (Savings), affiliated institutions, which shows a gain of over five million dollars for the period extending from August 12, 1909, to December 31, 1910.

Combined assets, August 12, 1909. \$8,640,518.02

Combined assets, Dec. 31, 1910. 12,645,652.06

Gain. \$ 5,005,139.04

The board of directors is unusually strong. Frank M. Smith, recent organizer of the \$200,000,000 United Properties Company, is now on the board of directors. Other directors are John L. Howard, president of the Western Fuel Company; R. M. Fitzgerald, one of the best known and most successful attorneys in Oakland; J. W. Phillips, president of the Grayson-Owen Company; T. A. Crellin, vice-president of the Morgan Oyster Company, San Francisco, and the owner of many valuable business blocks in Oakland; Walter G. Manuel, a prosperous Oakland commission merchant, United States Senator George C. Perkins; J. K. Moffit of the First National bank of San Francisco, and also largely interested in valuable Oakland property; A. S. Blake, president of the Blake-Bilger Company, and extensively interested in other important concerns and enterprises; W. T. Veltch, one of Oakland's best known builders, and J. F. Carlton, president of the Central National Bank.

Here are convincing statistics of the bank's substantial standing:

CENTRAL NATIONAL BANK.

RESOURCES.

Loans and discounts.	\$4,589,198.80
U. S. and other bonds.	\$1,939,449.05
Cash and due from banks.	1,396,396.83
Customers' liability under letters of credit.	59,803.51
5 per cent redemption fund.	50,000.00
Totals.	\$8,044,847.69

UNION SAVINGS BANK.

NE of the most phenomenal growths of the past year has been experienced by the Union Savings Bank. This institution organized in 1867, showed at the end of its first year total deposits amounting to \$65,686. On the first of January of this year the total deposits were \$19,610,794.

William G. Henshaw, president of the bank, is one of the best known business men of this city, and under his able direction the institution has progressed steadily in influence and prosperity. The bank has a capital fully paid up, of \$300,000, with a surplus and undivided profits of \$450,000.

Among the directors is Victor H. Metcalf (Vice-President and Manager), formerly Secretary of Commerce and Labor and of the Navy. He has been identified with the commercial interests of Oakland for many years. The other directors are: W. A. Bissell, Traffic Manager of the Santa Fe in San Francisco; Charles T. Rodolf, capitalist; H. J. Knowles, commission merchant of San Francisco; P. C. Black, attorney at law; Congressman Joseph R. Knowland.

The officers and directors are:

Officers—William G. Henshaw, President; Victor H. Metcalf, Vice-President and General Manager; Charles T. Rodolf, Vice-President and Assistant Manager; A. H. H. Cramer, Cashier; L. E. Boardman, Assistant Cashier; C. F. German, Assistant Cashier. Directors—William G. Henshaw, J. R. Knowland, Victor H. Metcalf; W. A. Bissell; Charles T. Rodolf, H. J. Knowland, P. C. Black.

The bank's statement, issued January 1, follows:

RESOURCES.

Combined.	Savings	Commercial
Loans.	\$3,704,065.59	\$3,241,037.44
Bonds.	723,055.99	462,827.06
Warrants.	1,260.75	1,260.75
Bank Building and Lot.	407,818.45	407,818.45
Cash.	567,197.18	377,739.35
Totals.	\$5,405,395.96	\$4,489,410.82
		\$915,985.64

FARMERS AND MERCHANTS BANK.

NE of the handsomest structures devoted exclusively to the housing of a banking institution in Oakland is that of the Farmers' and Merchants' Savings Bank at Thirteenth and Franklin. It is a graceful and substantial structure of marble and stone, two stories in height, with columns of white marble the height of the building in front. The new home of the institution was completed and taken possession of by the bank during the latter part of June, 1910. The Farmers and Merchants' Savings Bank was incorporated in 1893, and occupied a building on the west side of Broadway north of Twelfth from that time until its removal to the new structure last June.

The board of directors of the bank include Edson F. Adams, capitalist; Sam Bell McKee, the prominent attorney of this city; George S. Meredith, Frank C. Martens; A. W. Schaefer, a large land owner; C. D. Bates, vice-president of the Piedmont Construction Company, and Andrew L. Stone, one of the Stone brothers who form the A. B. and A. L. Stone Company, contractors, whose home is at Burlingame. The officials of the bank are: Edson F. Adams, president; Sam Bell McKee, vice-president; George S. Meredith, cashier, and Frank C. Martens, assistant cashier. On the twenty-ninth of June, 1910, which was the date of removal to the new building, the total amount of deposits in the bank was \$1,093,556.88, and on the thirty-first day of December, 1910, the total was \$1,240,488.17, making a gain for the half year of \$146,931.31 in amount of deposits.

LIABILITIES.

Combined.	Savings	Commercial
Capital Apportioned.	\$ 100,000.00	\$ 200,000.00
Surplus Apportioned.	275,000.00	300,000.00
Undivided Profits.	58,061.30	28,061.30
Deposits.	4,872,234.66	3,961,849.02
Totals.	\$5,405,395.96	\$4,489,410.82
		\$915,985.64

FIRST NATIONAL BANK.

HE First National Bank, one of the strong banking institutions of this city, completes this year its thirty-sixth year of existence with increased prosperity and better facilities for the handling of a business that during the past year has been one of the most successful in the long and prosperous history of the institution. The First National was chartered in 1875 and originally capitalized at \$100,000, but was increased to \$300,000 about eighteen years ago, at which time a stock dividend of \$150,000 was given to the stockholders of the institution. The amount of capitalization was increased to \$500,000 two years ago, and a stock dividend of \$300,000 was declared to stockholders, which was invested in the capital stock of the First Trust and Savings Bank, which was organized at that time and has had a remarkable growth since its start a little over two years ago. The First National Bank has paid dividends continuously since its organization thirty-six years ago. It is wisely and conservatively managed by successful business men who have long been well and favorably known in the community. Its officers are P. E. Bowles, president; I. G. Burpee, vice-president; L. C. Morehouse, vice-president; E. N. Walter, cashier, S. H. Kitto, assistant cashier, and C. N. Walter, assistant cashier.

ITS DIRECTORS ARE:

P. E. Bowles, president of the First National Bank; president of the American National Bank, San Francisco.

L. C. Morehouse, president of the First National Bank of San Leandro.

E. A. Heron, president of the Oakland Traction Company.

W. H. Taylor, president of the Taylor Lumber Company.

H. C. Morris, president of Pratt-Low Preserving Company.

George D. Metcalf, vice-president of First Trust and Savings Bank.

A. L. Stone of E. B. & A. L. Stone Company.

E. W. Runyon, capitalist.

L. G. Burpee, vice-president of First National Bank.

These directors also serve for the First Trust and Savings Bank.

The statement of the resources and liabilities of the bank at the close of business January 7, 1911, is as follows:

RESOURCES.

Loans and discounts.	\$1,833,901.84
Overdrafts, secured and unsecured.	16,331.69
U. S. bonds to secure circulation.	500,000.00
U. S. bonds to secure U. S. deposits.	40,000.00
Premiums on U. S. bonds.	5,150.00
Bonds, securities, etc.	626,733.94
Banking house, furniture and fixtures and safe deposit vaults.	579,000.00
Cash and due from other banks.	735,171.91
Redemption fund with U. S. Treasurer (5 per cent of circulation).	25,000.00
Customers' liability under letters of credit.	32,450.00
Total.	\$4,393,744.28

LIABILITIES.

Capital stock paid in.	\$500,000.00
Surplus fund.	100,000.00
Undivided profits, less expenses and taxes paid.	45,725.98
National bank notes outstanding.	499,540.00
Due to other National banks.	86,821.71
Due to State and private banks and bankers.	176,590.47
Due to trust companies and savings banks.	143,714.92
Dividends unpaid.	1,127.50
Individual deposits subject to check.	2,236,611.88
Demand certificates of deposit.	110,156.61
Time certificates of deposit.	29,520.71
Certified checks.	2,724.63
Cashier's checks outstanding.	44,172.44
United States deposits.	15,616.56
Deposits of U. S. disbursing officers.	8,605.97
Letters of credit.	42,814.90
Liabilities other than those above stated.	350,000.00
Total.	\$4,393,744.28

STATE SAVINGS BANK.

HE State Savings Bank, which is housed in its own building on the northwest corner of Thirteenth and Franklin streets, has been experiencing the prosperity which its reliability and straightforward method of conducting the affairs of the institution have made possible for the past year. The annual statement of the bank issued on January first, 1911, shows the resources of the institution to reach a total of \$1,501,740.76, with liabilities to the same amount, in which the item of surplus and undivided profits reaches the sum of \$143,666.42.

The directors of the bank are J. C. McMullen, a capitalist of Oakland; Dudley Kinsell, the well-known attorney-at-law; Charles H. Jones, an insurance broker of wide connections; J. B. Lanktree, broker and capitalist; and D. F. Tillinghast, capitalist. The officials of the institution are as follows: J. C. McMullen, president; Dudley Kinsell, vice-president; R. J. McMullen, cashier; and S. C. Bennett, assistant cashier.

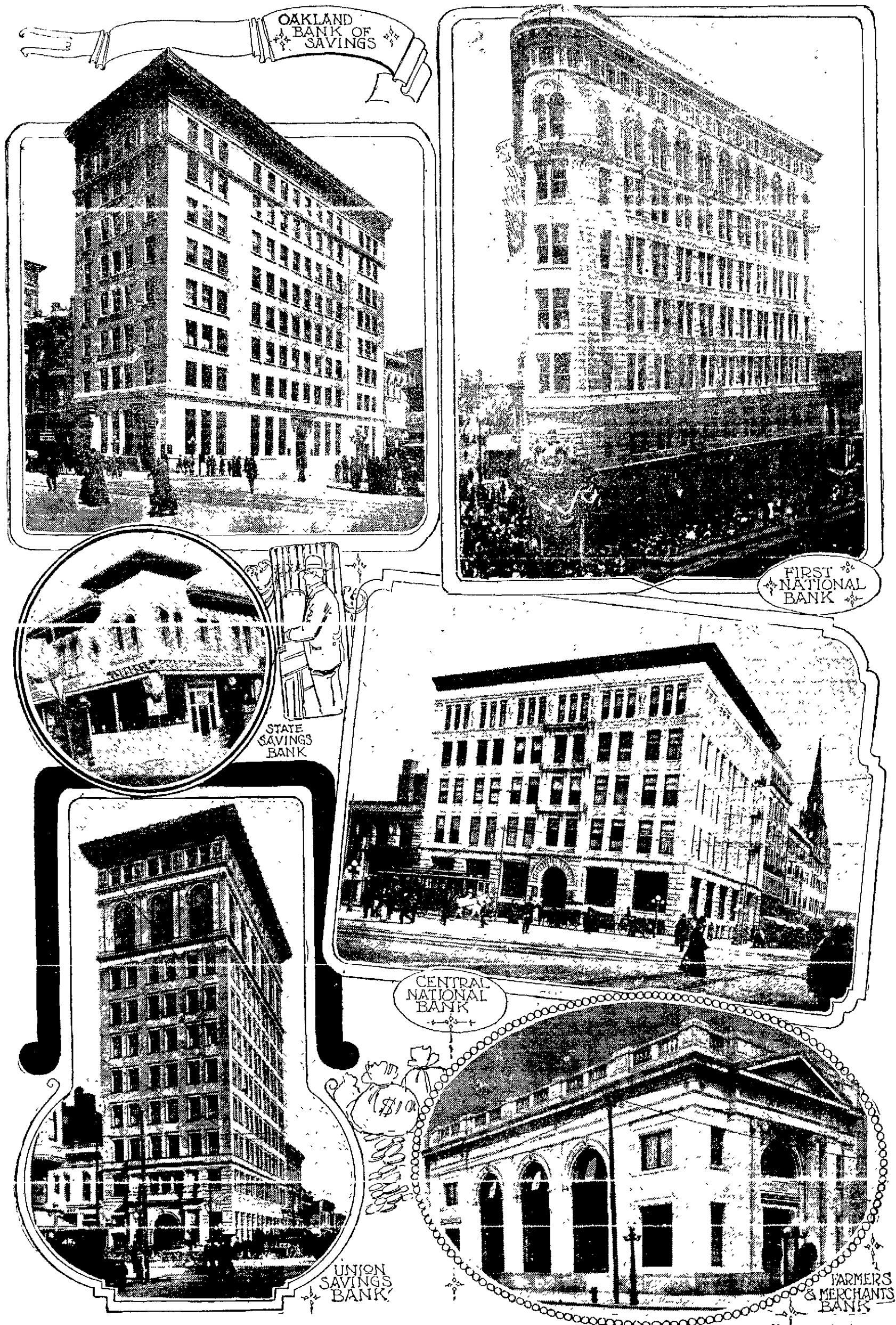
One of the officials and a large stockholder of the bank before his death this year was W. C. Moody, whose loss was widely felt among his colleagues. Tillinghast is a new man in Oakland, having made his residence in Sausalito for a number of years, but has been making large investments in Oakland outside of his bank holdings for the past year.

The annual statement of the resources and liabilities of the bank for the year ending December 31st, 1910, is as follows:

RESOURCES.

Bills Receivable.	\$1,152,251.19
<tbl_info

FINANCIAL STRONGHOLDS OF OAKLAND



WOMAN'S TRIUMPH

Work of Clubs Directed Toward Culture and Power of Combined Emulation for Community

By MRS. A. A. DENISON



THE work of the women's clubs of Oakland during the past year is an evidence that they are moving in the direction of substantial achievement. The time is past when membership in a woman's club means merely a polite diversion or a dilettante culture. The live women's clubs of today are doing things. Women are learning the power of combined effort, the stimulus of social contact, the inspiration of emulation. Through federation, through contact with the work in other cities, the club women of Oakland have come to in 1911, to give a new impetus and scope to club work, a larger conception of what they can do for themselves and for the community.

They look forward with anticipation to the coming session of the biennial to be held in San Francisco in 1912, to give a new impetus and scope to club work in California. The clubs of Oakland have cooperated in bringing this great convention here and an important event was the entertainment of Mrs. Phillip Moore of St. Louis, president of the National Federation of Women's Clubs, and Mrs. Josiah Cowles of Los Angeles, vice-president of the National Federation of Women's Clubs by the women of the Ebell.

Ebell Club's Wonderful Progress.

Through the courtesy of the Oakland Chamber of Commerce these distinguished guests were given an automobile ride about Oakland, with which they were greatly impressed and as members of the executive board they exercised an importance in bringing the biennial to this coast. With its magnificent equipment and under the efficient presidency of Mrs. Charles J. Woodbury, the Ebell Club has maintained its varied activities during the past year in the several departments of section work and has added a civic section, in charge of Mrs. C. W. Kinsey, which is relating itself to the larger activities of the entire community.

This section is now making a study of the new City Charter of Oakland, with a view to co-operation in civic affairs and has also been addressed by Walter S. Howe, superintendent of streets, on street improvement in Oakland and by Mrs. C. W. Kinsey, on Civil Service Reform. Credit should be given to some of the public spirited club women of Oakland for the part which they took in the initiation of the movement for a new and modern charter for Oakland.

Club Women and the Charter.

When the commission form of government was first broached by the original charter convention some of

the club women of Oakland were called into council and they took an active part in the preliminary appeal to the city council to call an election of freeholders to frame a charter. These same women were also active in assisting in the adoption of the charter finally framed. Perhaps the most conspicuous single achievement of a woman's club in Oakland during the past year has been that of the New Century Club, which, under the generalship of Mrs. Robert Watt, has realized its splendid ideal of the completion and equipment of a new gymnasium, also suitable for an assembly room, at Third and Peralta streets. This is Oakland's most typical settlement work and the club is a center of beneficent influence in a neighborhood where such work is most needed. The East Oakland settlement on Dennison street in the Twenty-third avenue manufacturing district is also doing a great work. The Oakland Club has, during the past year, moved into its new quarters in the Starr King Fraternity rooms at Wendt Hall, and is now in a position to enter upon enlarged activities.

Boosting Child's Welfare League.

The Oakland Club has related itself in a large and sympathetic way with the work of the Child's Welfare League, which is doing splendid service in the conservation of the child life of the city. This organization is enlisting the active interest of many of our most philanthropic women and has brought into play many lines of activity for the benefit of the boys and girls who are growing up in Oakland.

Another line of co-operation along most helpful lines has been the organization of Mothers' Clubs in connection with the various public schools of the city. This is a movement capable of most beneficial results both to the mothers, the pupils, the teachers and the public school system, if it brings an intelligent supervision by parents, a close and intimate contact between those most interested in the efficiency of our system of public education, the results will be most advantageous; it will mean better schools with more attractive surroundings, a more inspiring environment inside and outside of the school room; it will mean that the teacher will know the child better because she will know more of its home life and the mother will be better able to co-operate with the instructor because she will know the temper and the temperament of the teacher. The mothers' clubs should constitute the most effective board of inspectors of the public schools.

All the Clubs Actively at Work.

The Home Club, handsomely housed on the heights in East Oakland, has been the center of many social activities and under the presidency of Mrs. H. C. Cap-

well has been doing excellent work along educational and cultural lines.

This brief review by no means covers all the work of the club women of Oakland or all of the organizations. There are numerous musical clubs, most conspicuous among which are the "Etude Club" and the "Prelude Club," reading circles, studying Browning and Shakespeare and other great authors, dramatic and writers' clubs, etc.

Women are also active in organizations of a purely philanthropic character, such as the West Oakland Home, the Y. W. C. A., the Ladies' Relief Society, several of which are planning for the erection of new buildings. The clubs mentioned are those within the boundary of the city of Oakland, but their work is related to that of clubs in other cities on the east shore of San Francisco Bay, in Berkeley, Alameda, Richmond and elsewhere.

The Alameda District Federation of Women's Clubs is an effort to co-ordinate the work of the Women's Club of Alameda and adjoining counties, of which Mrs. Annie Little Barry is the president, the next convention of which is to be held at Stockton, February 16, 17 and 18, 1911.

Women on Playground Commission.

The women of Oakland are represented by three members of the local Playground Commission, of which Miss Ethel Moore is president, and those interested in this movement took an active part in the recent convention held at the St. Francis in San Francisco.

Oakland was ably represented at the biennial held at Cincinnati last spring by Mrs. Cora Jones and Mrs. J. H. Ilume. Mrs. Jones attended several playground conferences while in the East. While the Oakland clubs have accomplished much during the past year they look forward to greater achievements in the year to come.

R. H. CHAMBERLAIN.

The carpets used in the new Y. M. C. A. building shown on the opposite page are of a quiet but attractive design in a green coloring, and have been furnished by the well known carpet house of R. H. Chamberlain, of 1157 Franklin street. The contract calling for goods of highest excellence—the "Bigelow" quality of Axminster carpet for the halls being used, and the same make of Body Brussels for the ninety dormitory rooms. These goods are made only from the best worsted, no cheaper fiber being used to add weight or save cost, while in the matter of designing, coloring and weaving the manufacturers of these fabrics have unequalled facilities.

The linoleum in this building was also furnished by Chamberlain and company, and is of the finest "Battleship" quality.

J. C. McDERMED.

The American Biscuit Company, with office and warehouse at 523 Seventh street, is ably represented by J. C. McDermed. It was four years ago that Mr. McDermed acquired the sole agency for all of their products in Oakland, Alameda, Berkeley and Point Richmond, and during that time the output has nearly doubled. He has an extensive and many personal friends throughout the state, many of which he made during the eight years he represented the American Biscuit Company, before taking up the Oakland agency. He is a native of Alameda county and a member of the Woodmen of the World and the United Commercial Travellers and has always had the confidence of Oakland being a safe place to make investments where he has purchased several pieces of property, including his very fine modern home on Adeline street near Sixteenth street, which makes him one of our substantial and progressive citizens.

Emeil Fritsch

Merchant Tailor

Located on the second floor of the Union Savings Bank building will be found one of Oakland's most exclusive merchant tailors in the person of

EMEIL FRITSCH

Mr. Fritsch has earned a reputation since he came to Oakland some years ago that few tailors can boast of. He is recognized as an authority in the styles of gentlemen's dress, and at his establishment will be found a beautiful line of imported and domestic novelties. See his line of \$40 Suits.

THE WARDROBE Oakland's New Store For Men



L. A. SUNOL, I. E. SOLOMON, FRANK ROGERS,
Proprietors "The Wardrobe," 1056 Washington St.

On October 29, last year, these three men, well and popularly known from their long connection with one of the oldest retail establishments in Oakland embarked in business for themselves and opened a handsome new store, "THE WARDROBE," at 1056 Washington street. Since that date, less than three months ago, they have built up a business that many an older establishment would be proud of. All hard workers, all energetic, wide awake boys they deserve their share of the patronage of Greater Oakland, not for any personal reasons, but because they have gathered together a stock of men's merchandise equal to any in quality and assortment in Oakland. They make a feature of Adler, Rochester clothes.

For when you wear that brand you employ the finest skill in the tailoring craft.

You get style from its very source—from the fashion centers of the world.

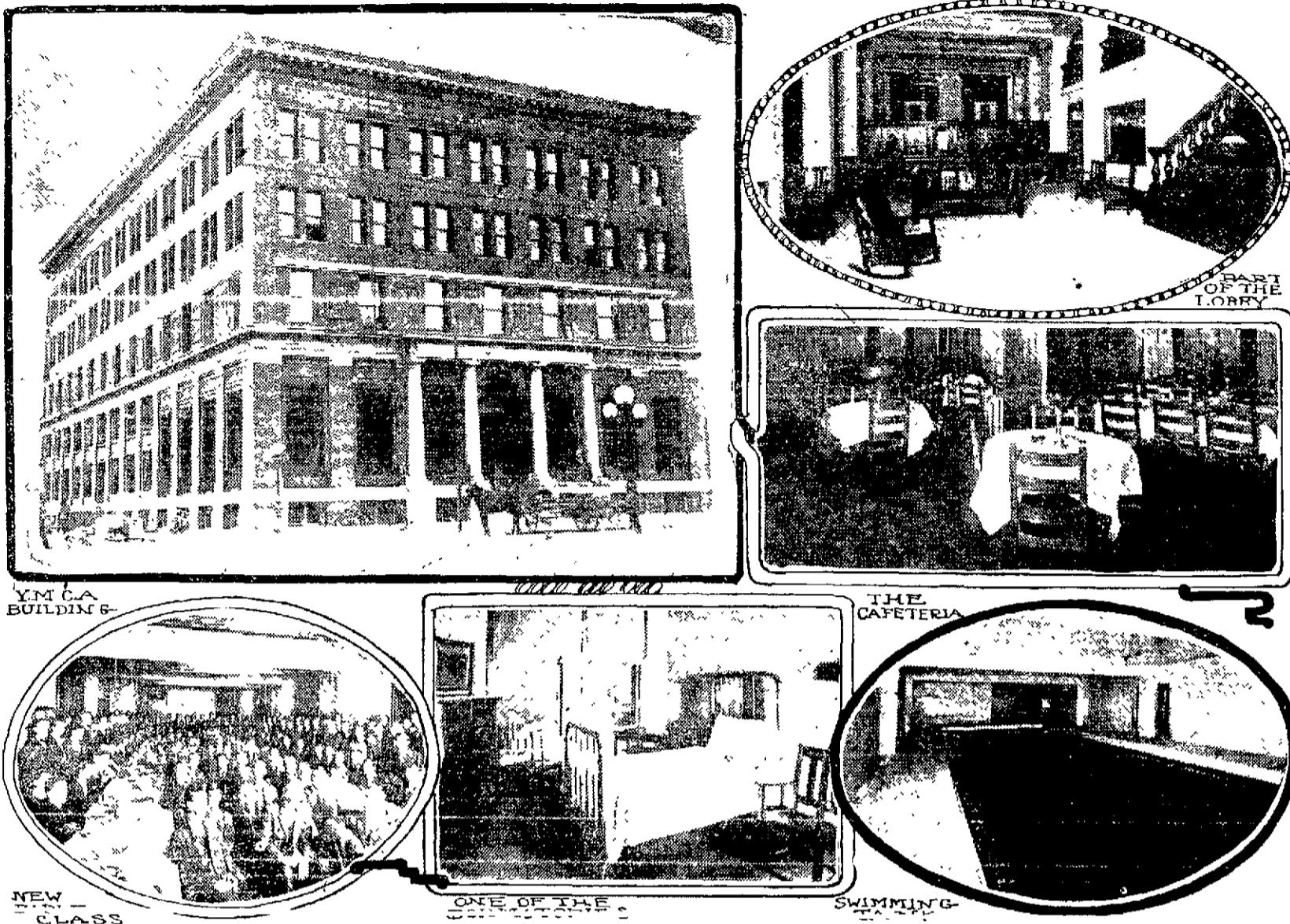
You get fit such as few merchant tailors give—the result of over forty years study of every type of man—every character of form.

You get the choicest products of the country's woolen mills—first quality in the most beautiful shades and patterns of the day.

And finally you get more for your money in Adler, Rochester than in any other clothes.

Wardrobe
CLOTHIERS

OAKLAND'S YOUNG MEN'S CHRISTIAN ASSOCIATION



It's New and Spacious Building is in Line With Greater Oakland's Progress and Prosperity

By FREDERICK LESTER STARRETT, General Secretary



group of strong young men. No doubt many other young men have had the same experience, and God only knows the loss in human wreckage because the light in the Y. M. C. A. was out.

Through the generosity of our citizens, however, the doors are once again open and no self-respecting young man can now say that there is no open door for him where he can enter and be good if he wants to.

Develops the Young Man.

The young Men's Christian Association declares itself for the best all-round development of the young men of Oakland—spiritually, mentally, morally and physically. It is especially designed for men out of work, its boarding house register, its care of the sick and for the young man away from home, will ever be its goal—it will aim to welcome every man who cares to come within its doors—it will furnish recreation without temptation and will aim to give a young man a chance to be decent and self-respecting. The generous gifts of Mr. Frank M. Smith and Mr. Wallace M. Alexander, making possible the addition of two more stories on the building to be used for dormitory purposes, will greatly add to the privileges offered here.

I realize fully what it means to organize and properly open a large building like ours, but with the cooperation of the public we will do a great work here, for the plant is commodious and complete. The gym-

nasium and physical department, under the direct charge of Mr. C. F. Martin, physical director, and his assistant, Mr. C. H. Tooze, is proving most popular with men and boys. The swimming tank, Turkish bath room with live steam, the shower baths and comfortable locker rooms for boys, young men and business men, are all that one could wish. The running track, too, will develop many a young man and keep him busy in a healthy way. Superfluous energy must be worked off somewhere. Surely there is no cleaner or better place than here.

The barber shop and cafeteria is open to the public. The billiard and pool room and the bowling alleys, fitted with the only automatic pin setter west of Kansas City, are the best made, and are now open for business. Mr. A. T. Wisdom and Mr. J. W. La Croix are in charge.

Mothers May Rest Easy.

No mother need feel afraid to allow her boy to come to this building, for he will receive only good here. Mr. T. S. Caldwell has the work in hand and already has enrolled several hundred boys. Their rooms are separate and apart from the men's department, and substantially arranged, with reading room and games. Mr. Bert Robinson is assisting Mr. Caldwell in this work.

As you enter the building you will be met by the general secretaries in charge, Mr. Perry Olsen and Mr. John Fechter, Jr., the assistant general secretary, whose years of service gives needed experience to the work. Mr. Fechter has a large share of the work on his shoulders, but always has time to meet you. Mr. T. C. Cuvelier, who has charge of the employment bureau, is in the northeast corner of the lobby, where the men out of work can consult him at their convenience. Another busy man these days is Mr. William C. Tooze, who has the membership to look after. He can always be found at the office counter. Any membership problems can be wrought out with him.

Membership and Its Cost.

And now a final word as to costs and prices. Limited membership (\$5.00) includes the privileges of the association, aside from the physical department, use of lavatories, mailing facilities, reading room and library, lectures and social gatherings, use of checkroom, debating club, chess and checker club, city directories, information bureau, boarding house and private family register, and the right to the use of the following privileges at low rates: Dormitories, cafeteria, billiard and pool rooms, bowling alleys, barber shop, educational classes, employment bureau, postoffice boxes, spa, camera club, wireless club, excursions, etc.

Full membership \$15.00. This ticket includes all the privileges mentioned in the "limited" membership and in addition the use of the gymnasium, shower and needle baths, swimming tank, steam room, steel lockers, etc.

er, physical and medical examinations, running track, private exercise room, wrestling, fencing, basket ball, baseball, football, track athletics, etc. Towel tickets with soap, 12 for 25¢ extra.

For Busy Business Men.

Business and Professional Men's Membership \$25.00. This ticket includes all the privileges mentioned in the "Limited" and "Full" memberships and in addition the use and privileges of a separate locker room, containing large steel lockers.

Non-Resident Membership \$10.00. For the benefit of many men living out of the city.

Short Term Membership \$2.50 per month. This ticket is intended for the young man who is in college or professional school and expects to be in the city but a short time.

Summer Membership \$5.00. This ticket is good only for the months of June, July and August, and includes the privileges of the "Full" ticket for that length of time. A charge of 50 cents per month will be made for the privilege of using the building during the summer months.

Provision for the Boys.

Membership in the Boys' Department, is open to boys 12 to 18 years of age, who fill out an application, give satisfactory references and pay the annual dues.

Limited Membership \$2.00. For boys 12 to 18 years, embraces all the privileges of the boys' game, reading and social rooms, the night school on payment of the tuition, the Bible study, educational and social clubs, and all other activities exclusive of the gymnasium, baths and swimming pool. Two dollars annually.

High School Membership \$9.00. For high school students or the equivalent, from 16 to 18 years, includes the Limited Membership privileges, medical and physical examination, locker, gymnasium, baths and swimming pool at specified hours, the use of the men's game room up to 6 p.m. Nine dollars annually.

Intermediate Membership \$7.00. For students 14 to 16 years, includes the Limited Membership privileges up to 6 p.m. A medical and physical examination, locker, gymnasium, baths and swimming pool at specified hours. Seven dollars annually.

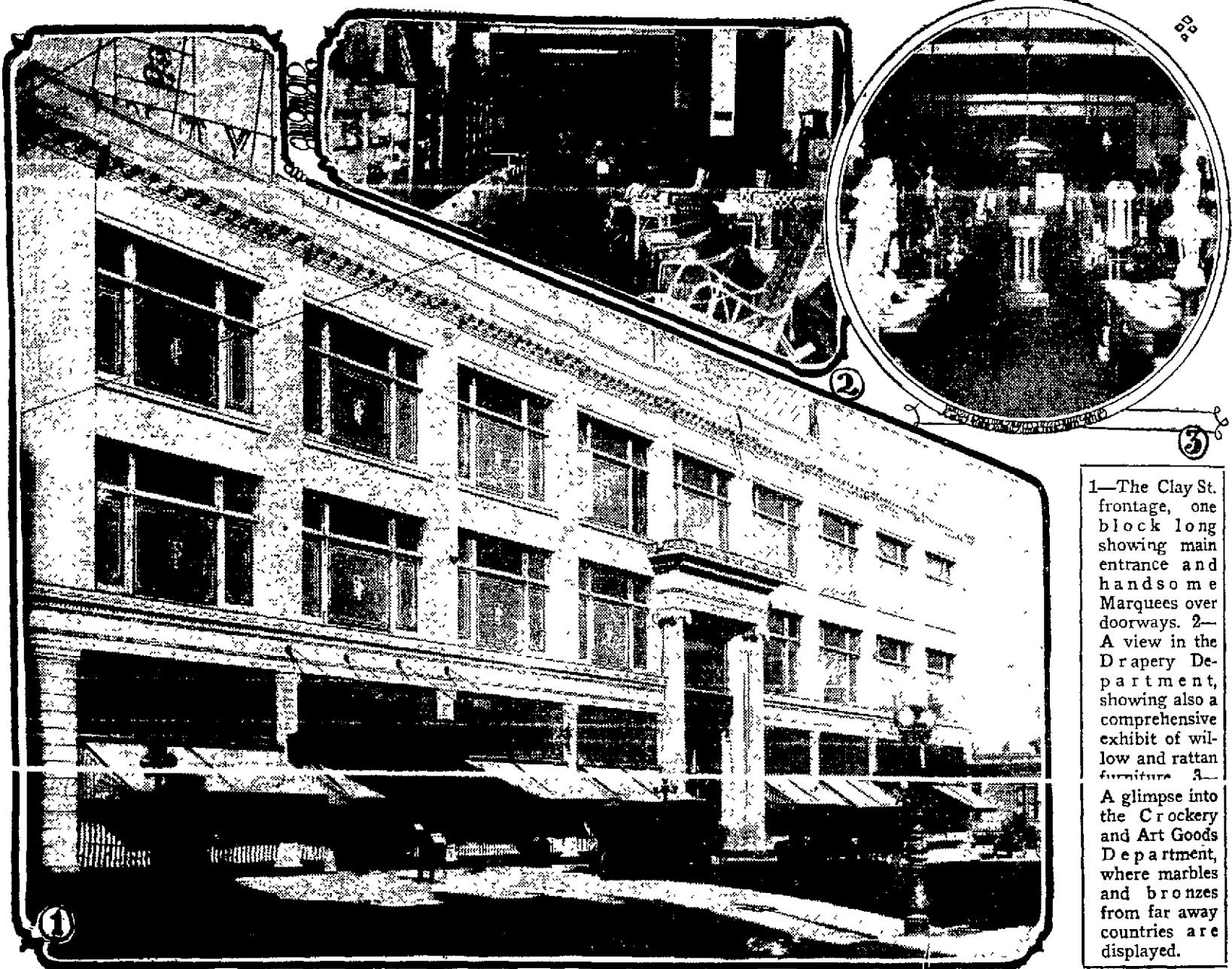
Junior Membership \$6.00. For boys 12 to 14 years, includes the same privileges as Intermediate. Seven dollars annually.

Business Boys' Membership \$6.00. For boys 14 to 18 years, employed all day, includes same privileges as Intermediate after 6 p.m. Six dollars annually.

A nominal charge will be made for the use of billiards, pool and bowling, but it will be at low cost—merely nominal. A young man can live in the building today, if he is economical, for \$25.00 to \$35.00 per month, according to the location of room and his meals. Dormitory rooms rent from \$8 to \$38 a month—two in a room makes it still cheaper. We invite investigation. We ask every young man in Oakland to visit us and see for himself.

Taft & Pennoyer's New Department Store

CLAY STREET, BETWEEN FOURTEENTH AND FIFTEENTH, OAKLAND



1—The Clay St. frontage, one block long showing main entrance and handsome Marquees over doorways. 2—A view in the Drapery Department, showing also a comprehensive exhibit of willow and rattan furniture. 3—A glimpse into the Crockery and Art Goods Department, where marbles and bronzes from far away countries are displayed.

A. B. WEEKS & CO.

In investigating business conditions in this city we have discovered that much of the prosperity and success observable in nearly all commercial walks have been due to the character and standing of the men engaged in managing enterprises here. A case in point is that of A. B. Weeks & Co., Inc., which is managed by its president, Mr. Anson B. Weeks, one of the best known merchants in the State of California. This company handles wood wholesale and has a connection which includes the retail dealers in cordwood in the bay cities and throughout the neighboring counties and the suburbs. Its offices and yards are located on Franklin street where a large stock is always maintained to enable the firm to fill the largest orders. A. B. Weeks & Co., Inc., has been established for over six years in this city and has strengthened its hold upon its connection with consistent steadiness. Mr. Weeks has done much for Oakland, through the success that has attended other enterprises with which he is connected.

MOSSWOOD MATERNITY HOME



The Mosswood Maternity Home, located on Moss Avenue, corner of Shafter Avenue, opposite Mosswood Park, from which the name is derived, was opened last year by Dr. E. D. Curtis, M. D., and Mrs. Blanche Curtis, who are sole owners of the institution.

The building is new, two stories and a half; the arrangement is ideal, the rooms are large and airy, being situated on a corner lot; plenty of sunshine enters through large windows; the furnishings are all new; the walls are covered with sanitary plaster and everything in the institution is kept faultlessly clean, attractive and quiet.

Dr. Curtis is one of Oakland's reputable physicians, a skillful obstetrician, and is a man of versatile ability and favored with a pleasing personality, both in actual life and practicing of his profession. He located in Oakland in 1885 and has many friends.

Mrs. Curtis is a skillful, trained nurse, graduating from an eastern institution and a graduate in dietetics, and has followed her profession for over ten years, which has ably fitted her to fill her present position.

A nominal charge of \$25.00 a week includes the services of physician and trained nurse. Dr. and Mrs. Curtis invite inspection of the institution, one of them being in attendance at all times with a complete staff of trained nurses, all of which go to make up the commendable features of an institution worthy to rank with any on the coast.

THE FORUM CAFE.

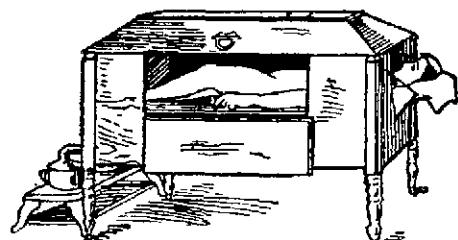
The Forum Cafe, conceded to be one of the handsomest in America, is an institution of the city in which centers the social, business and political activities. It is magnificently appointed for such purposes and figures as the setting for dinners, luncheons and other functions which are a feature of Oakland life. It is in the evening that it presents a fascination with its gay throngs of diners, which continues until the last of those who linger at the after-theater suppers take up their departure.

Its central location on Broadway near 14th street, makes it convenient of access from all parts of the city. While retaining all the atmosphere of the Bohemian it is conducted on the highest plane and in point of service it has no superiors on the Pacific coast.

Mr. Gustav Mann, manager of the Forum, is one of the notable hosts of the continent and his association with the very foremost institutions of the kind gives to his establishment a prestige and charm that has few equals and is not surpassed.

Among the noteworthy features connected with the Forum are the frequent mercantile dinners and luncheons that are given there, and it is undoubtedly due to the influence exercised in the exchange of ideas over the dinner table that has wrought such a spirit of harmony among those who have the influence to promote public interest.

DR. MOOREFIELD'S STEAM BATH TUB.



Science and invention have accomplished wonders in this age of enlightenment. Nothing seems improbable any more and yet it is often true that the simplest contrivances are the most useful.

It looks as though the science of hygiene had taken several strides forward in leaps and bounds by the very valuable acquisition of a Steam Portable Bath Tub, which has been invented by Dr. A. L. Moorefield of 524 San Pablo Avenue. It may seem that such a statement is just a little premature until it is understood that the Steam Bath Tub mentioned is not an experiment, but has been in actual service several years, having been awarded the international diploma gold medal at the St. Louis Exposition for its general superiority. The tub is simplicity itself, being of a boxlike structure on legs, with an opening at the side and a headrest protruding from the aperture.

A pipe through which the steam passes is placed under the lining of the tub. The steam fills a vacuum, the lining extending only a little over half way to the bottom of the tub.

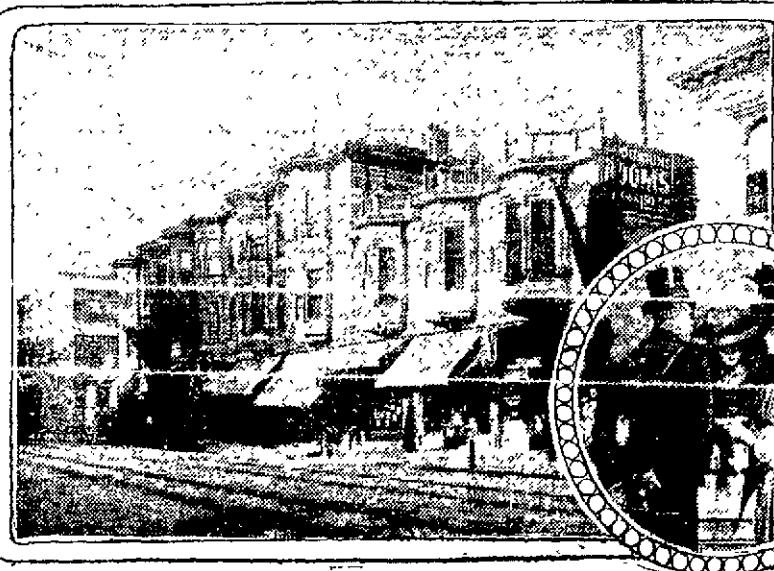
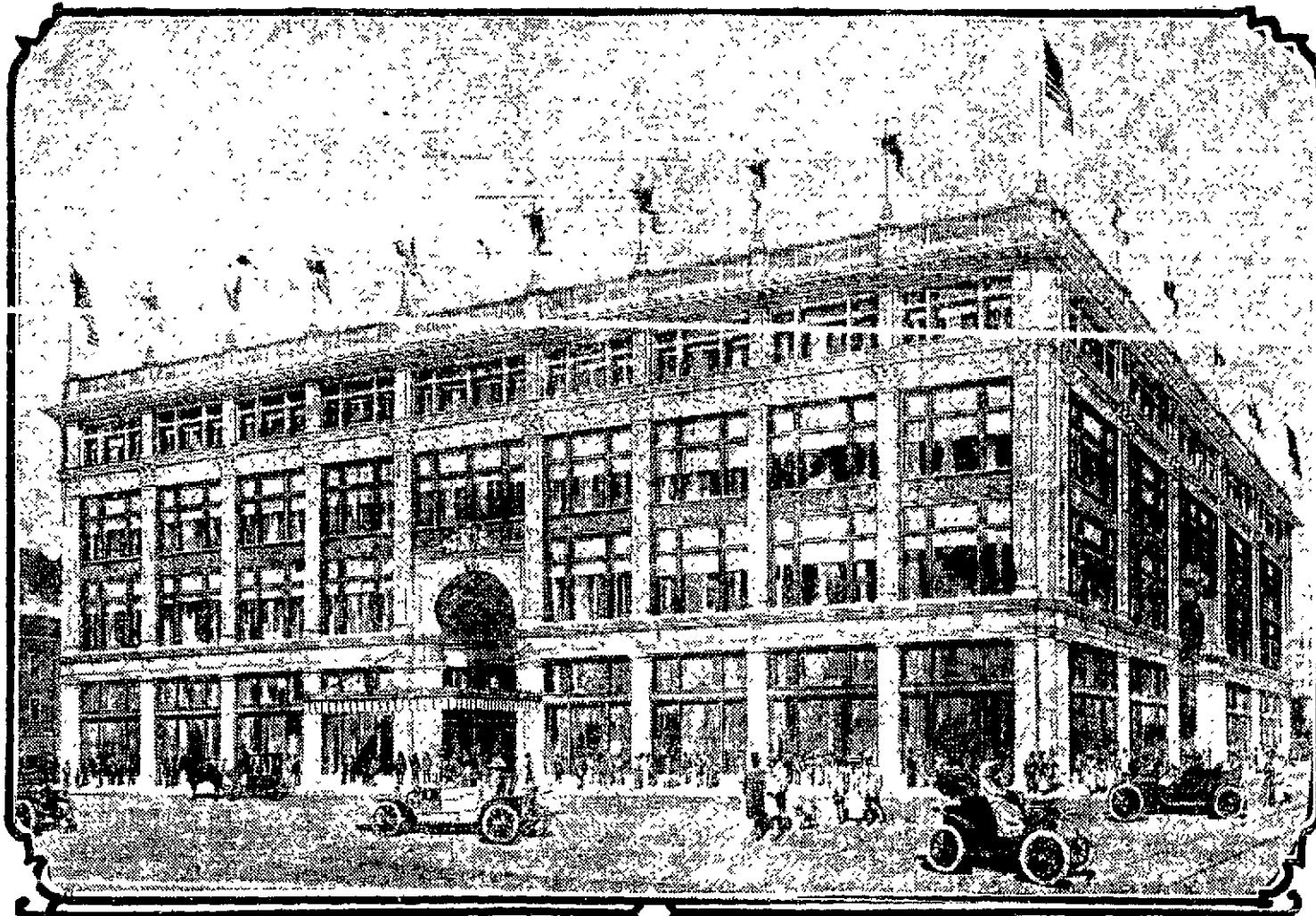
The vacuum is air tight, with the exception of small holes in the lining through which the steam seeps. A close fitting door rests over the top of the tub, enabling the steam to evaporate over the body of the bather. A tub of this kind would naturally permit any kind of medical bath, since it would only require a kettle of hot water containing the medicinal properties to secure the kind of bath desired.

Dr. Moorefield is to be congratulated upon the success of his achievement and there isn't any reason why an invention of this kind shouldn't be of vast scientific importance in battling with the stubborn blood and skin diseases to which the flesh is heir.

It is the common consensus of opinion that the medical profession has much to learn in reference to disorders of the blood, and Dr. Moorefield's steam bath methods are well worth scientific investigation.

MAGNIFICENT NEW HOME FOR CAPWELL CO.

Views of the Old Buildings That Are Being Rapidly Demolished to Make Way for the Splendid New Structure



THEATERS KEEP PACE WITH CITY'S GROWTH

Best Productions of the Country Are Given in Opera, Legitimate Drama and Vaudeville—Fine Stock Company Plays Given All the Season—Keep Up to Metropolitan Standard



THAT HAS been said: "A city's theaters are criterions of its growth."

Never mind who coined the adage. Suffice it to say that it is American-made, and a thousand times proved. A municipality, outgrowing official knee pants and stepping into metropolitan long ones, naturally is not contented with nickelodeons and seeks high and low for a stage. And when your old friend, the law of supply and demand, gets in his good work and demands, gets in his good work and your theaters are forced to stage the best.

Which is exactly why you have seen the greatest plays modern authors have turned out during the past three years.

The twelve months just ending have been kind to the local theatergoers. Warfield broke your hearts in "The Music Master"; George M. Cohan and Willie Collier tickled your risibilities; Leslie Carter thrilled you; "The Merry Widow" set your very soul humming. From farce to drama, musical comedy to opera, Oakland has seen and heard all that is good.

Many Stars of First Magnitude.

Fritz Scheff, David Warfield, Max Figman, Olga Nethersole, William H. Crane, Louis James, Marie Cahill, Leslie Carter, Rose Melville, Robert Mantell, Henry Woodruff, May Robson, Grace George, Maud Adams—there is a constellation of stars to light up any city's theatrical heavens and all of them have twinkled in Oakland during the year 1910. They brought with them what proved to be the best they had done and left nothing to be desired. Crowded houses spoke well for the city's stage appetite and box office receipts proved the wisdom of giving Oakland what it asked for.

Francis Starr opened the immediate winter season, giving her version of Eugene Walter's strong drama, "The Easiest Way." Here was a true picture of a phase of New York life—a phase that puts glittering clothes on gutter persons and compels them to live a rotten career in the broad light of publicity. Rose Stahl came back in "The Chorus Lady" and gave us proof of her ability to keep alive a comedy that was not overly strong. "Seven Days," an inimitable farce of the "Charley's Aunt" order, was the best of its kind that Oakland has seen in many a month, a

farce that did not need the magic touch of a star to make it go.

Walker Whiteside in "Melting Pot."

Walker Whiteside came to us for the first time in Zangwill's "The Melting Pot," and brought what was at once branded the greatest American play of a decade. "Until Eternity" gave Margaret Illington little opportunity to display her talent and was a failure as a vehicle. The little actress had something better in "The Whirlwind," Belmont's latest. James K. Backett came in repertoire and made romantic characters live again in "The Prisoner of Zenda" and "Monsieur Beaucaire."

Viola Allen brought "The White Sister," a dramatization of Marion Crawford's novel. The play was at once so strong and so mirthless that it was not placed on a level with the greater productions of the year. Henry Miller took a place in the rear in "Her Husband's Wife," and allowed Laura Hope Crewe to attain success as the hypochondriac wife.

Bashford's New Play Needed Revision.

Herbert Bashford's "The Woman He Married" needed revision of rewriting badly, proving inconsistent in many ways, and holding Virginia Harned down. There was the germ of a great play there, however, and later it was rewritten, the East setting a seal of approval on the production.

And then "The Prince of Pilsen" returned, as melodious as ever, as colorful as of old, with Jess Dandy hissing "Zinzinnatti" as delightfully as he ever had. Stronger than anything he ever wrote, one of those plays that will live in theatrical history. City Fitch's posthumous work, "The City," held big audiences spellbound. Here were new subjects and new characters that were at once set down as products of a master brain. "The Three Twins" was not new to Oakland, but the city's people flocked to see it again. Madame Nazimova was with us at matinee and evening, with "The Doll House" and "Little Eyolf" as her opportunities. The latter, devoid of joy, a stage study in black, threw a shudder into those who saw it.

Blanche Walsh Has Little to Add.

Blanche Walsh, in "The Other Woman," added nothing to the successes of the year. Her vehicle

moved too slowly and was not solid enough to withstand the gale of criticism. "The Fortune Hunter," a comedy new to the stage and as clean and delightful as any that had ever been sent out from "the Great White Way," was a five-performance drawing card. De Wolfe Hopper and "The Kissing Girl" came as the year was drawing to a close, capping twelve months of delight.

In stock, too, nothing was left to be wished for, and the best judgment of men have studied Oakland's taste was used in selecting a year of plays. A glance at the list that follows, and those are but a few of them all, will prove better than words our claim:

"Brewster's Millions,"	"The Little Minister,"
"Girl of the Golden West,"	"Cameo Kirby,"
"Morals of Marcus,"	"The Squaw Man,"
"Warren of Virginia,"	"Zira,"
"Merely Mary Ann,"	"Captain Jinks,"
"The Great Divide,"	"The Truth,"
"Divorcons,"	"Sapho,"
"Great John Gantton,"	"The Battle,"
"Richard Carvel,"	"Girls,"
"The Patriot,"	"The Dollar Mark."

Leading Ladies Quietly Catch On.

And what more could one ask from a stock company? Izetta Jewel was here for a time and was warmly greeted by audiences which had learned to know her work in years gone by. "The Truth" served to introduce Miss Muriel Hope to Oakland, that leading lady giving promise, in a difficult play, of greater things.

Liza Lehman, Gadski, Ellen Terry, the Bevan Opera Company, all of them in concert, opera and recital, drew big audiences and satisfied a hunger for music and entertainment of the highest kind.

The best that the world's vaudeville stages have produced have been here in a twelve-month and greater things are promised for the future.

Theatrically, it has been a great year for Oakland and your chronic stage-lover looks back on it with satisfaction. What matter if the trend of plays have been such that stage tears enough have been shed to fill the Key Route basin. Why worry if comedy seems, as a whole, to be dropping into slap-stick farce; we have been amused with the best that there is, and that is the best we can ask.

The Oakland theaters, alone, will not have to turn over a new leaf with the coming of 1911.

THE CURTAIN STORE—Mrs. Mauerhan & Peyton, corner Fourteenth and Franklin streets.



The fine homes of this city were the direct reason for the establishment of at least one business house in Oakland that would have gone to some other city if it were not for the favorable impression they created with the proprietors of The Curtain Store, located on the northwest corner of Fourteenth and Franklin streets.

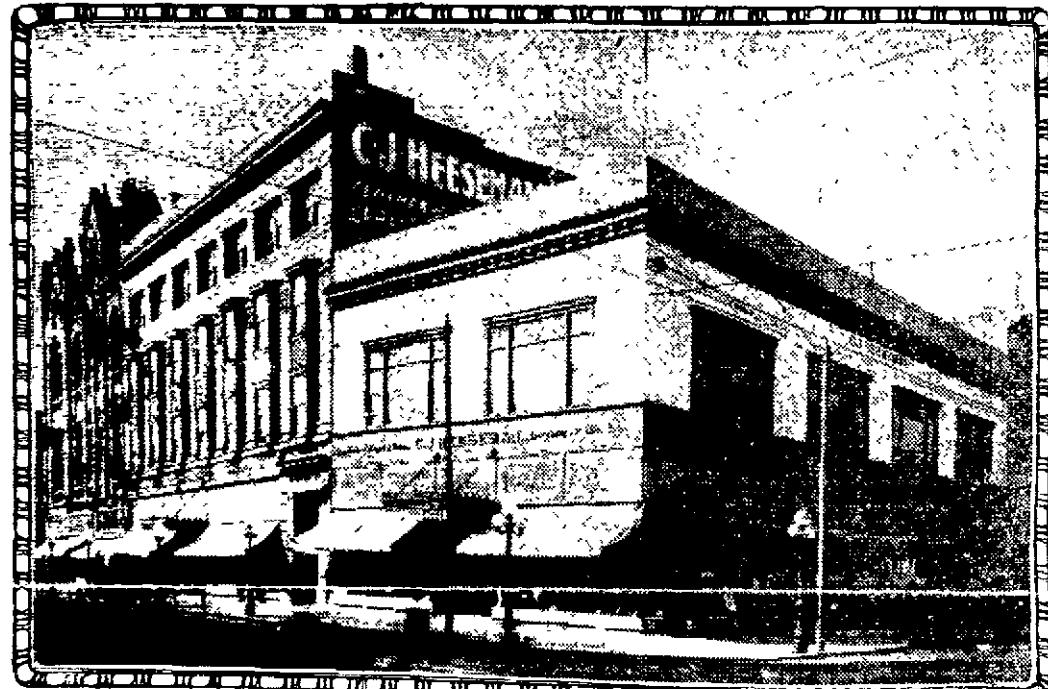
In looking around for a location, Messrs. J. E. Mauerhan, a drapery salesman from New York; G. F. Ochs, head of the carpet department of the Indianapolis Furniture Company of San Francisco, and R. L. Peyton of Taft & Pennoyer's, Oakland, came to the conclusion that there was no city in the entire West which offered better inducements for a high-class store which made a specialty of curtains, draperies, carpets and rugs. They argued that nice homes showed artistic tastes, and their owners would appreciate fine interior decorations.

The success which has crowned their efforts is well known and many have found out how much easier and cheaper an expert draper can secure the desired effects, giving a tone of refinement to the entire house.

This enterprising firm is always on the lookout for new and artistic ideas, their stock is always up to date, the assortment they carry makes it easy to get just what you desire, and the expert advice which is yours for the asking enables you to select curtains, portieres, draperies and carpets that will harmonize perfectly with the interior finish of your home.

All of the outside residence sections in Oakland have received attention from the street department in the way of patching during the year. The department has expended \$17,000 for rock during the year, and has in addition used the entire output of the city's quarry upon the macadamized streets of the city. This is exclusive of the annexed district.

C. J. Heeseman & Co. Oakland's Largest Outfitters for Men and Boys



View Showing Fine Frontages of Heeseman's Stores.

OAKLAND has suffered largely in the past because the men who were most successful in her early days took their fortunes out of this city for investment elsewhere. Twenty years ago it was very common for the surplus incomes of Oakland's leading men to be invested across the bay.

In contrast to this practice is the example set by C. J. Heeseman, who has evidently satisfied himself that Oakland is the best place in the United States in which to succeed and to invest the results of such success.

For the past dozen years Mr. Heeseman and his enterprises have formed a very valuable element in Oakland's progress. Thousands of Oaklanders well remember "The Novelty Furnishing Store" at Eleventh and Broadway, where the foundation of the present immense Heeseman business was laid. Always looking ahead with rare judgment and anticipating the growth of Oakland, this firm was among the first of the big houses to establish itself in the new retail district on Washington street northward. The result of their judgment has since been demonstrated with marked degree. The firm's method of doing business has always been such as to insure the greatest possible popularity, and for many years thousands of men of all ages have regarded Heeseman's as the leading place where authentic styles are always on hand.

Always in the forefront of every progressive movement, prominent in club and fraternal life, the proprietors are among the best known merchants and

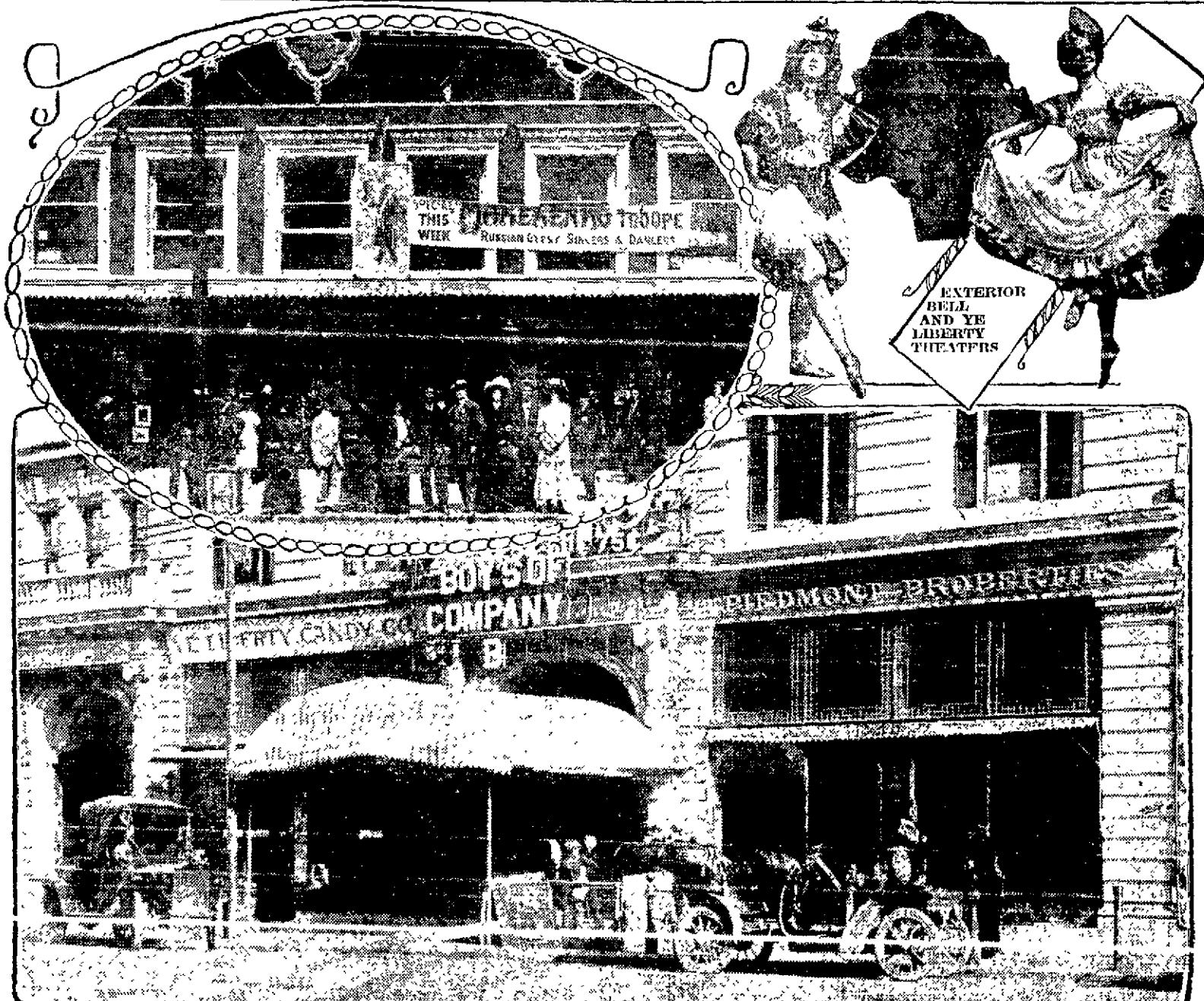
progressive citizens in Oakland. As a result of their business methods, the Heeseman business grew to such proportions that large additions were necessary and several months ago a long lease was taken on the adjoining store at Thirteenth and Washington, which was entirely rebuilt and added to the Heeseman institution.

This big annex—a large store in itself—is devoted entirely to the juvenile and young men's departments. It is one of the largest departments of its kind west of Chicago and is one of the most popular spots around San Francisco Bay. Children, youth and young men all look to Heeseman's for style, and they are never disappointed. It is a fact that the younger element, as well as the older folks speak with emphatic pride of the fact that they were clothed at Heeseman's.

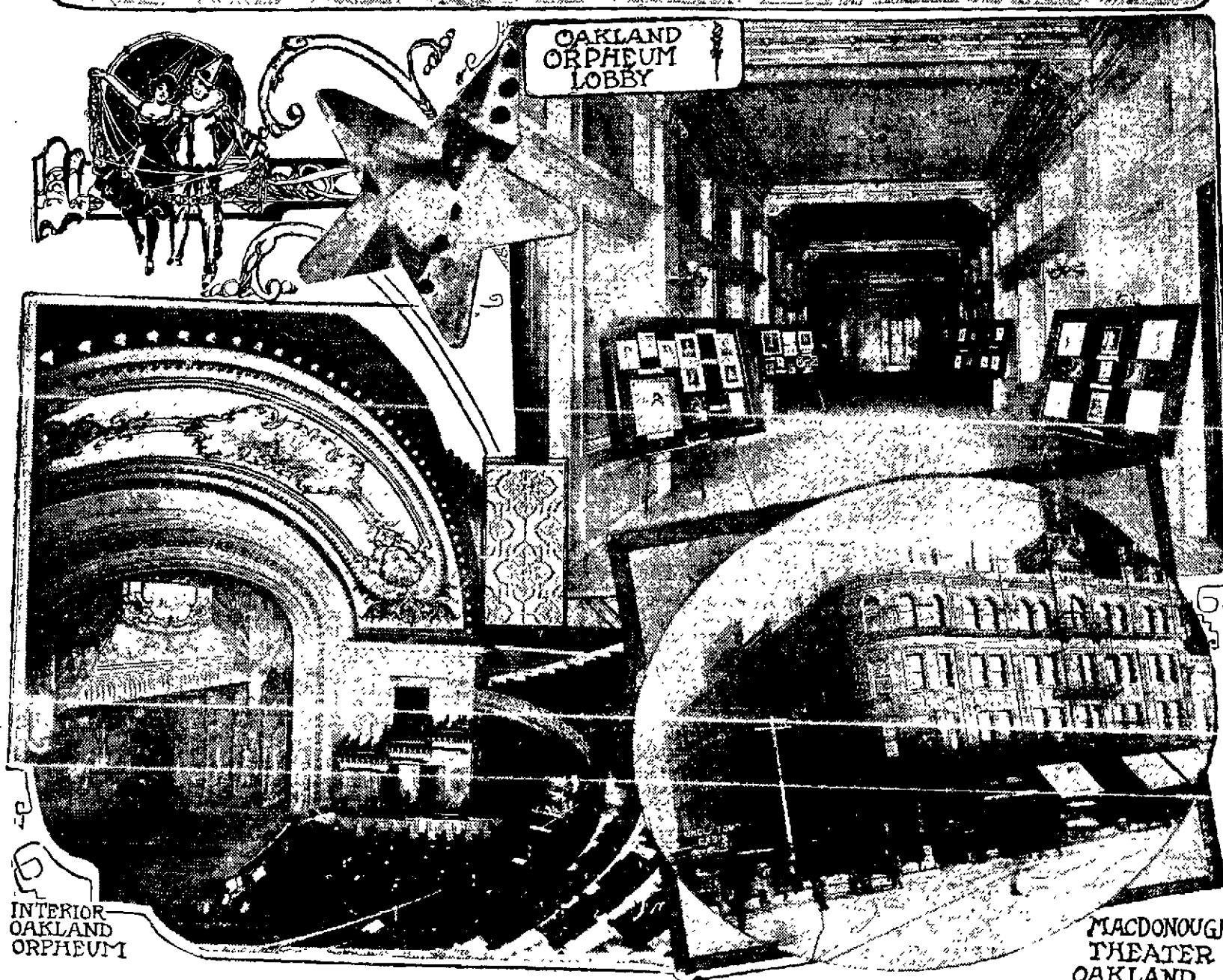
One of Mr. Heeseman's latest evidences of his unlimited faith in Oakland was the erection of a magnificent block on Clay street running clear around Thirteenth street, representing an investment of half a million dollars. It is an example set by such firms as this that has resulted in Oakland's magnificent progress during the last few years.

New York is some 3000 miles from Oakland, but there is no evidence of it in the Heeseman store. Goods travel just as fast as ideas to Heeseman's, and when Gotham puts out new fashion ideas, the goods accompany them across the continent. What New York displays today, can be seen at Heeseman's tomorrow. That's a recognized fact.

The area of Alameda county is 840 square miles.



EXTERIOR
BELL
AND YE
LIBERTY
THEATERS



INTERIOR
OAKLAND
ORPHEUM

MACDONOUGH
THEATER
OAKLAND

Oakland the Home of a \$1,000,000 Fire Insurance Company

The Vulcan Fire Insurance Co. Will Begin Writing Business About April 1st, This Year; Numbers Amongst Its Directors the Most Prominent Business and Banking Men of the State



I. H. CLAY.

The dawn of the New Year finds Oakland the headquarters for a new \$1,000,000.00 fire insurance company, whose home office is in the First National Bank Building in this city.

This company has attracted the attention of representative investors, bankers, capitalists, and men of affairs in all parts of the state, and the selection of I. H. Clay, president of the California State Association of Local Fire Insurance Agents, as president of the new company, adds much to the prestige of the organization, because it places at its head one of the best known and most representative fire insurance men in the West.

PROMINENT OAKLANDER AS PRESIDENT.

Mr. Clay needs no introduction to the readers of THE TRIBUNE; his activities as president of the Oakland Chamber of Commerce during 1909, also serving at the present time as one of the directors of that organization, have earned for him the enviable reputation of being one of the most consistent boosters the city of Oakland has.

FIRE INSURANCE A SAFE INVESTMENT.

Of all the branches of insurance, the fire field is the one of greatest interest, because of the many millions of dollars paid out during past years to active companies, and it is because of the wonderful opportunities of investment presented that the Vulcan Fire Insurance Company, a California enterprise, has been organized to render public service by writing fire, marine and kindred lines of insurance. The company contemplates entering the field for business about April 1, 1911, and is now busily engaged in placing the stock in the hands of representative investors who appreciate modern investment opportunity.

ENTIRE STATE WILL BE INTERESTED.

More than 500 California people, representing about thirty counties and ninety-five cities and towns, have shown their faith in the company by purchasing stock, and it is the desire of Mr. Clay and his associates to have representative stockholders in every town and every county throughout the entire state. The company has a definite purpose in view in distributing the stock in this manner—the stockholders will become friends of the company and compose a very definite part of its organization; they will constitute an energetic working force in the interest of the company, of which they are part owners.

ITS FINANCIAL BACKING GUARANTEES STABILITY.

Because of the fact that so many prominent bankers, business and professional men of the state have already become stockholders, the success of the new organization is assured. Applications from many of the leading local agents of the state, also general agents from every section of the country, desiring to represent the Vulcan in their territory are being received.

KEEPES MONEY AT HOME.

A part of the many millions of dollars now being sent to Eastern states and to European countries as fire insurance premiums will stay at home.

A GREAT WESTERN ENTERPRISE.

You are invited to become a factor in a combination of Western men, Western money and Western brains, and to share in the profits of a great Western enterprise. No one doubts the present supremacy of the East as to money and big enterprises, and no intelligent investigator will question the fact that this supremacy is largely due to the constant stream of money flowing from the great West into the treasury of these Eastern and foreign companies. It is your money that makes possible this Eastern supremacy. This money has gone into bankstocks, gas and railroads, and other industrial securities, water and improvement bonds in distant localities and built up those localities at the expense of our own home section.

Think of the vast profits that would accrue to the citizens of California and the entire Pacific Coast States if one-half of the money going out of these states for fire insurance premiums could be kept here and invested in Western enterprises. California alone paid over \$14,000,000 last year for fire insurance premiums; Eastern and foreign companies receiving of the amount more than \$13,000,000. During the same period the premiums of the states of California, Oregon, Washington, Idaho, Utah, Montana, Arizona, Nevada, Alaska and Hawaii aggregates \$26,689,318—two California companies receiving as their share of the above \$1,251,984.

It is a well known fact among fire insurance men that fire insurance rates in the Pacific Coast territory are highest and the loss ratio lowest, an ideal condition for successful and profitable underwriting.

INSURANCE FAMINE IN THE EAST.

These facts and figures makes the proposition of the Vulcan Fire Insurance Company of this city, a new company, starting in business with the benefit of the experience of older companies, a most inviting proposition.

Also, as the following article will show, there are not a sufficient number of companies to properly carry the lines offered them:

(From the Underwriters' Report of December 22, 1910.)

"New York Department Head Declares Fire Insurance Needed More Than Bread—New York Credit Men Begin Campaign to Relieve Property Owners of Present Shortage of Insurance Protection.

"Insurance Commissioner Hotchkiss of New York has advised the New York Credit Men's Association that the need for more good, reliable fire insurance companies by the people of New York, was more serious than the need for bread. He elaborated this statement by declaring that a sweeping fire in New York City would bankrupt a majority of the fire insurance companies doing business there, and that it would start one of the worst business panics the country has ever known. Under existing conditions the supply of fire insurance capital is far from keeping pace with the increase in the liability carried.

"The various associations of credit men—state, local and national—have shown an appreciation of the problem of the fire insurance business. They always seek to induce merchants to carry an adequate amount of reliable insurance. Finding that the supply is growing low they have taken steps to increase the supply if possible.

"The chairman of the fire insurance committee of the New York Association has addressed communications to the Governor of the state of New York, Mayor of the city of New York, president of the Chamber of Commerce of the city of New York, and the president of the Merchants' Association of the city of New York and the president of the New York State Bankers' Association, asking them to appoint a committee, preferably of one person from each association, to meet with the fire insurance committee of the New York Credit Men's Association, to consider ways and means for securing additional fire insurance companies with which to meet the present situation. Companies not now doing business in New York will be urged to do so and shown the improvements that have been made in the fire protection and construction."

VERY FEW COMPANIES HAVE STOCK FOR SALE.

Inquiries sent out to about fifty of the leading fire insurance companies of the United States elicited the information that there was not a dollar's worth of their stock on the market for sale. This shows the great value of insurance stocks and why they are considered gilt-edge and the safest investment in the world today.

BEST UNDERWRITING TALENT WILL BE OBTAINED.

Associated with Mr. Clay on the Board of Directors will be a number of the most successful financial, business and professional men of standing in the State, and the best underwriting talent available will be secured, and with this combination the company is bound to prove a success.

Full information regarding the plans and progress will be furnished upon request, by the

VULCAN FIRE INSURANCE COMPANY,
305-306-307-308-309 First National Bank Building, Oakland, California.

GOOD WORK DONE BY MERCHANTS' EXCHANGE



LEDEST of all the civic bodies in Alameda county is the Merchants' Exchange, with its membership of more than 300, representing all of the industries and trades in the city. Although organized for the express purpose of looking after the interest of the business men and the manufacturers of the city, it has always been in the front of all movements which were in line with a general progress movement for the good of Oakland. It has become ideal in the carrying of exhibits of Oakland and Alameda county to the various expositions of the country, and the men sent to represent the city never omit a detail in advertising the wonderful things there are to offer the home-seeker and the investor in this section.

The exchange has handsomely appointed offices and a corps of assistants, who are always ready to meet and direct the newcomer. The officers of the exchange are:

E. A. Young, president; Wilber Walker, secretary; J. C. Downey, treasurer; directors, D. C. Brown, H. C. Coward, D. Crowley, E. J. Day, L. H. Davidson, J. C. Downey, F. G. Elben, Herman Gard, Theo Gier, W. V. Harrington, W. P. Hook, A. Jonas, George T. Loher, R. Mott, E. F. Muller, R. Robertson, A. H. Schleuter, Fred Sinclair, J. F. Smith, F. W. Sharpe, F. Kislach, A. G. Taft, H. G. Williams and E. A. Young.

OAKLAND'S MOOT COURT.



AT THE last regular meeting of the Moot Court Association, officers were elected for the ensuing year as follows. President, B. B. Jones; vice-president, S. S. Morris; secretary, L. G. Sutton; treasurer, William J. McCamman, district attorney, Harry C. Wuerth.

The association consists of two divisions, the supreme governing body, consisting of practicing attorneys, and the lower division, including young men who are just commencing the practice of law and those who intend to do so or are studying law. It was organized for the purpose of instruction in practical procedure in court.

The supreme body has appointed M. L. Daley clerk of Court, William F. Belding bailiff. Regular meetings are held in MacCabee Temple and more than half of the 100 members attend each Monday evening. Outsiders are also welcome. Entertainments are held and the usual good times of such an organization frequently occur.

The officers and directors of the court are as follows: Frank L. Rawson, supreme president, A. B. Coffman; vice-president, Burton Wyman, secretary; Thomas F. Marshall and James P. Montgomery. The directors constitute an advisory committee who devote their time to assisting those who are studying law. A number of students of the San Francisco Law College and the University of California take active part in the procedure and several of its members have already been admitted to the bar.

GEORGE P. SCHMITT.



The heating and ventilating and sheet metal business is conducted on a large scale by George P. Schmitt, who succeeded his father, George W. Schmitt, by purchasing the business from the estate two years ago. For over ten years the establishment has been located at 1160 Webster street, Oakland. Mr. Schmitt learned the trade from his father and has resided here for the past twelve years. He is one of Oakland's progressive contractors, and with his improved methods of heating and ventilating has fitted many public buildings and residences so that they can be kept at an even temperature the entire year. He is the manufacturer of the absolutely odorless Schmitt Gas Furnace and handles the Floral City Furnaces, which carries with it a five-year guarantee.

Among the many public buildings and residences that he has installed heating and ventilating apparatus are the First Presbyterian church, Fourteenth and Franklin streets, Eighth Avenue M. E. Church, Eighth avenue and Seventeenth street, the Hutchinson building, the residences of John Fillins on First avenue, Mrs. A. Hendry's houses in Piedmont, J. C. Eaton on Lake Shore boulevard, Mrs. Everett J. Brown, Gilbert and Johns streets, while he has done a large part of work in Dixon, San Rafael, Sausalito and Lodi, Cal., the latter place in the First Congregational church.

Mr. Schmitt operates a well equipped factory and employs many men in his several departments.

ONE OF CALIFORNIA'S FINEST RESTAURANTS.

It may be truthfully stated that to a large extent the social, business and political life of Oakland centers, during many hours of the day, in the handsome and comfortable establishment of Ruediger, Loesch & Zinkand at 1009 Broadway.

In the management of this cafe the owners have always observed the best traditions of practice of promoting and providing the perfect service that long experience has suggested, giving close personal attention to the cuisine, and that Ruediger, Loesch & Zinkand have been winners in this particular regard, has been demonstrated by the discriminating public, which has contributed so generously to the success of the enterprise, the increase of patronage on the part of careful flyers of the community having been more than satisfactory, the past year being the best in its history.

In connection with the restaurant is a first class bakery, which turns out the best pies, cakes and fancy pastry in Oakland. The reputation of this branch

A SHORT SKETCH OF THE H. C. CAPWELL COMPANY.

BOUT a dozen buildings, including one of the largest of the old-time hotels—the old Blair house—have just been demolished to prepare the way for the erection of the magnificent business block of the H. C. Capwell Company at Clay, Fourteenth, Fifteenth streets and City Hall avenue.

Twenty-two years ago H. C. Capwell laid the first stone in the foundation of the present business in a modest store on Washington street, with twenty-two feet of frontage and seventy-five feet deep.

The growth of this firm is inseparably connected with the growth of the city of Oakland for the last two decades. When the original store was first opened on Washington street, the majority of local prophets foresaw all kinds of disaster for the man who went so far away from Broadway. At that time Washington street was as much of a business street as Castro street is today. But relying on his judgment and nothing daunted, Mr. H. C. Capwell opened the "Lace House," which at once started to become one of Oakland's leading dry goods houses.

After a few years in business Mr. Capwell became associated with Mr. A. S. Lavenson and for many years past the name of H. C. Capwell Company has been a synonym for progress and probity.

The original store soon became too small for the rapid increase of business, which grew faster in proportion than did Oakland. Several additions were made until the firm had acquired all the frontage it could get on Washington street and all the depth it could lease on Twelfth street. Still the increasing business demanded more space and about four years ago the firm acquired the magnificent property adjoining the City Hall site. Owing to existing leases it was impossible to take the first steps toward demolishing the old buildings until January 3 of this year, and it is worthy of note as being characteristic of the energy of this firm that at sunrise January 3 wreckers were busy demolishing the old buildings of the Capwell site.

The wrecking of these buildings has proceeded until the site is now just about ready for the excavation work.

THE TRIBUNE has already given its readers a detailed description of the magnificent Capwell building, which it is hoped will be completed by the end of the present year. The building, a picture of which is at the foot of this page, will embrace everything known to commercial architecture up to date. Its four stories have been planned so as to reap the benefit of the very best department store system now in operation in the United States. A notable innovation will be the establishment of a roof garden cafe, which will be one of the features of Greater Oakland.

In perfecting the details of the Capwell building,

the comfort and pleasure of patrons have received the greatest consideration. The progress of modern shopping demonstrates that customers expect all kinds of conveniences and accommodations in large department stores. Because of the fact that people can spend the best part of a day under the roof of such an institution as that planned by the H. C. Capwell Company, it is imperative that far more attention must be paid to their demands and desires than is necessary in a smaller store. All these matters will receive most earnest attention and from top to bottom, north to south, and east to west, the entire Capwell store will be a place to which it will positively be a pleasure for women to shop.

The success of the H. C. Capwell Company is directly traceable to a combination of principles originally laid down by the firm from which they have never deviated and which are recognized throughout the entire community.

This firm early recognized that it is the duty of every citizen, and especially of every merchant to take an unselfish, practical part in the general development of their city. For the past twenty years this firm has been identified with everything that is progressive in Oakland and when we say progressive, is meant not merely a passing interest or a generous contribution, but an active participation in everything that has made for the uplift of Oakland. The proprietors of the H. C. Capwell Company are justly known as workers, the kind of workers that take off their coats and go to the bat in any and all public and semi-public movements that require not only financial support, but hard, personal activity of the unselfish kind.

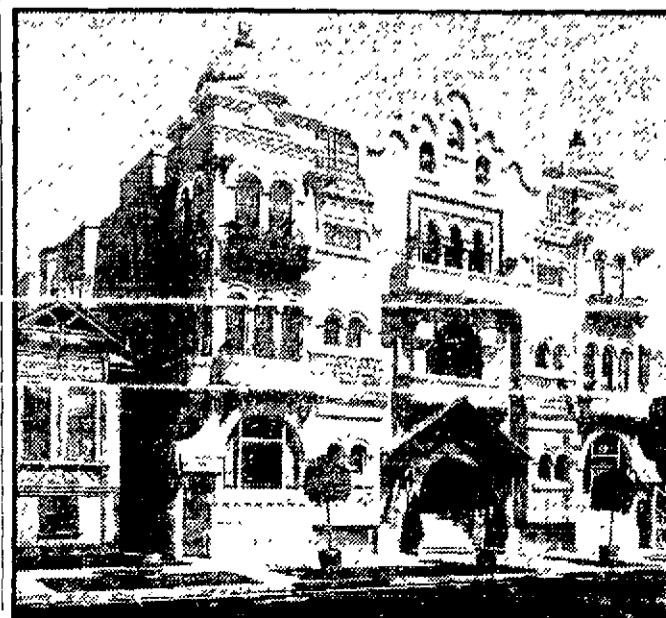
In the conduct of its business, this firm exercises the broadest commercial policy. It was the pioneer among the big users of printers' ink in Oakland and not a day passes but what it keeps in touch with the public through the medium of one to a dozen local publications. The generous use of printers' ink has brought this firm very close to the entire shopping army of Alameda county. It is an admitted fact that whatever is advertised by the H. C. Capwell Company is the absolute truth, and this principle is carried so far that when a printer's error occurs in any of the firm's advertisements which inures to the benefit of the customer, the error is lived up to without quibble or evasion.

When fully established in its new building, the H. C. Capwell Company will undoubtedly prove to be one of the biggest possible factors in inducing Oaklanders to do all their trading at home. Throughout its entire career this firm has been a valuable accession to Oakland, and no name stands higher in public respect today than that of the H. C. Capwell Company.



FRED C. TURNER,
City Engineer of Oakland.
One of the best authorities on the Pacific Coast on
matters of engineering.

City and town lots in Alameda county have an aggregate value of \$97,735,325, and the improvements thereon represent \$59,453,450.



Casa Rosa Apartments

This modern apartment house represents the latest ideas in apartment life. Who goes to live there finds a most agreeable environment with every device for comfort and ease known to designers of buildings of this type and character.

Casa Rosa is completely furnished with modern equipment. Heat and janitor service, hot and cold water and vacuum house sweeping are included with every apartment. Its situation at 1213 Market street, opposite Fifteenth street, is convenient to the downtown shopping district, while still in one of the important residence districts of Oakland. Mrs. H. O. Wilson, manager, J. J. Kennedy, owner. Phones Oak. 4164, Home A. 3705.

BIG INCREASE THIS YEAR IN BANK CLEARINGS



HE Oakland Clearing House compilation of the bank clearings for the year 1910 show a grand total of \$157,480,688.92, or an excess of \$60,953,600.83 over the total clearings of the year 1909. The largest previous record of bank clearings in Oakland was in 1907, when they totaled \$140,416,038.98. The bank clearings of 1910 were, therefore, \$17,064,649.94 in excess of those of 1907.

The close of the year 1907 witnessed the big financial panic, which started in Wall Street and wrecked half a dozen banks in New York City and created financial distress and stringency all over the United States and in the money centers of Europe. The effect in Oakland resulted in the withdrawal of an enormous sum of money from circulation. There was a shrinkage of over \$63,000,000 in the bank clearings of 1908, as compared with the record of 1907, which indicated the vast sum of money that went into hiding that year as a result of the panic and the weakening of public confidence in the banks. In the year 1909 a large portion of this hidden wealth came out of its place of concealment, as shown in the fact that the bank clearings of that year was practically \$20,000,000 in excess of the year 1908.

The bank clearings record of the year 1910 prove conclusively that public confidence has been fully re-

stored, the money that went into hiding at the beginning of 1908 is again in circulation and the business of the year has increased \$17,000,000 over the best previous year in Oakland's history, which is an irrefutable evidence of the increase of population and all the productive resources of this city and of Alameda county.

Comparisons of 1909 and 1910.

Following is a comparative statement of the bank clearings for the years 1909 and 1910 by months:

Months.	1909.	1910.
January.	\$151,651.91	\$162,633.30
February.	6,699,310.07	12,038,510.00
March.	8,077,923.72	15,071,417.69
April.	7,801,905.92	13,146,947.25
May.	7,737,935.62	12,675,519.20
June.	8,259,001.95	12,400,320.36
July.	8,766,237.67	13,663,900.47
August.	7,974,310.71	12,887,011.64
September.	8,062,173.79	13,159,179.38
October.	7,856,041.36	13,896,656.62
November.	8,413,337.01	13,334,039.26
December.	9,037,148.42	15,476,540.85
Totals.	\$96,527,088.09	\$157,480,688.92
Total Increase in 1910.	\$60,953,600.83	

Bank Clearings for Five Years.

The following is the record of bank clearings for the past five years, including the year of San Francisco's great disaster, and the sudden influx of a large proportion of its population to this side of the bay as a place of refuge:

Year	Amount.
1906.	\$120,853,306.83
1907.	140,416,038.98
1908.	76,847,792.99
1909.	96,527,088.09
1910.	157,480,688.92

Total. \$592,126,975.81

During the year 1910, 4,37 miles of oil macadam streets were laid throughout the city of Oakland. Experience with the oil macadam street thus far has proven it to be clean and dry during the winter months and free from the objectionable dust nuisance of the plain macadam in the summer months.

The increased mileage in permanent pavements in Oakland, such as asphalt, basalt block, brick, etc., during the year 1910 is 250 per cent greater than the year 1909 and 500 per cent greater than the year 1904, at which time the permanent pavement era first received its impetus

THE OAKLAND TITLE & ABSTRACT COMPANY, 1060 Broadway, Oakland.

The Oakland Title and Abstract Company has been reorganized. The board of directors now consists of J. P. Edoff, president; Wm. Cavalier, vice-president; Harold Havens, A. H. Breed, Francis Ferrier, E. B. Bull and Chas. F. Gorman. The stockholders are men of prominence and ample financial responsibility. The company is in the best of financial condition, having an ample working capital.

The capital stock paid in is \$100,000. From this it is evident that this company affords its clients the safest security for its abstract and title work that can be obtained.

It is the purpose of the board of directors to infuse vigor and modern business methods into the conduct of this corporation. The plant has been moved to an attractive and logical location, and modern vaults have been built for the protection of the voluminous and valuable records of the company. The board realizes that the first requisite for success is a reputation for doing the best work in the quickest time consistent with absolute accuracy.

This title company has not caused the loss of a single dollar by reason of a defective search of the records to any purchaser of a certificate, which splendid record is to be maintained with more rapid efficiency. It has been apparent that the general public has paid more attention to quick service in this matter of ordering searching than to accuracy, without realizing the risk which has often been incurred by hasty work. It is surely a timely warning which we wish to voice, that haste in searching means possible loss. This company has a complete abstract of the records of Alameda county from the year 1853.

The Oakland Title and Abstract Company is now rendering quicker service than it has ever done before, and the service is as rapid as absolutely accurate work can justify.

Any matters that you may see fit to entrust to us will receive prompt and careful attention.

REPORT OF THE CONDITION OF THE

Anglo & London Paris National Bank

OF SAN FRANCISCO.

At the close of business, January 7, 1911.

RESOURCES.

Loans and discounts	\$16,989,767.18
U. S. bonds to secure circulation at par.	2,450,000.00
U. S. bonds on hand	75,375.00
Other bonds	2,172,874.48
Other assets	350,190.14
Customers' liability on letters of credit	1,785,628.26
Cash and sight exchange	10,821,505.75
	\$34,646,340.83

LIABILITIES.

Capital stock	\$ 4,000,000.00
Surplus and undivided profits	1,593,419.91
Circulation	2,450,000.00
Letters of credit, domestic and foreign	1,785,628.26
Deposits	24,917,392.56
	\$34,646,340.83

OFFICERS.

Sig. Greenbaum, president; H. Fleishhacker, vice-president and manager; J. Friedlander, vice-president; C. F. Hunt, vice-president; R. Altshul, cashier; A. Hochstein, assistant cashier; C. R. Parker, assistant cashier; Wm. H. High, assistant cashier; H. Chojnaki, assistant cashier; G. R. Burdick, assistant cashier; A. L. Langerman, secretary.

The new turbine triple-screw steamers, Yale and Harvard, which the people of the Pacific States have anxiously awaited, have arrived and are now making regular train schedule trips between San Francisco and Los Angeles. Already thousands of passengers have been carried to and from Los Angeles, in the short space of time the steamers have been in operation and it is interesting to note how these beautiful boats are growing in popularity with each trip.

Words of praise cannot be thought of that would create the impression which the writer wishes to give of these Sister Ships.

A trip on vessels like the Yale and Harvard have no terrors for the most nervous passenger. Their vast size makes them steady and the fears of the "mal-de-mer" may be banished. The passenger, however, requires more than a comfortable stateroom in order to make travel a success.

Following is a brief description of the many beauties and conveniences to be found on either the Yale or Harvard:

The Yale and the Harvard are sister ships and were built for the ocean route between New York City and Boston, to compete with one of the best railroad systems in America. The hulls were designed and models tested at Denny's Ship Yards, Dumbarton, Scotland. The ships were built at Chester, Pa., under Lloyd's specifications. The engines were installed and the superstructure completed in New York harbor. They were completed in 1906 and were operated on their regular schedule the following season. Their dimensions are as follows. Length over all, 407.4; length between perpendiculars, 386.8; breadth over guards, 63.6; breadth of hull, 50.5; depth of hull, 22.0; gross tonnage, 3731; net tonnage, 2312.

The ships have double hulls and numerous athwartship and longitudinal bulkheads and are equipped with Parson's turbine engines of collectively 10,000 horsepower, each turbine driving a three-blade bronze propeller. The auxiliary engines are in duplicate, a very strong factor of safety against disablement of motive power. Twelve Scotch boilers are used, in two fire rooms with a watertight bulkhead between.

These steamers average a speed between Los Angeles and San Francisco of approximately 22 knots, or 26 miles per hour, making the run between San Francisco and San Pedro in 17 hours, making these steamers the fastest passenger ships under the American flag. They are equipped with electric plants, so that the ships are lighted throughout by electricity. Electric call bells are in each room, the rooms being also fitted with thermostatic push-buttons, connecting with a tell-tale annunciation system, with illuminating discs which notifies the officers of the ship of any incipient fire. The steamers are also equipped with the latest wireless instruments, etc., so that the steamers are in constant touch with land.

The entrance for passengers is on the main deck aft, leading into a commodious and handsomely furnished social hall finished entirely in mahogany. This part of the deck is covered with interlocking tinted rubber tile. This covering is also used on the steps of the stairway, in the toilet, bath, and in the smoking and barrooms.

The dining room, which is located on the main deck, is one of the largest, airiest and most beautiful

apartments of this character to be found on any vessel, being furnished in keeping with the remainder of the ship, meals being served on the a la carte plan.

The main stairway from the social hall leads to the grand saloon, which is the show place of the vessel. The embellishment of this saloon is very elaborate (as are also those of the upper decks). In this saloon will be found comforts too numerous to mention in detail, however, the dainty writing room, which is handsomely furnished, and the library, deserve special mention.

The smoking room is on the upper deck and is reached from the gallery deck. This room is furnished in English Flemish oak with a Dutch frieze, showing scenes familiar to Holland. The room contains a number of round tables with large, comfortable armchairs, where the gentlemen passengers can take comfort in the extreme. Connecting with the smoking room will be found the bar, which is finished similar to the smoking room and with rich bar fixtures.

The ship's saloons throughout are covered with rich blue velvet carpets, giving the impression that one is in a beautiful floating palace hotel. In the staterooms every modern convenience known will be found. In the more expensive rooms brass beds and private baths have been installed; in fact, everything that human thought or ingenuity could devise has been added to these luxurious ships to insure the comfort of passengers.

The rate of fare to Los Angeles from San Francisco or vice versa, is \$8.35—a half fare of \$4.20 is given to children from 5 to 12 years—children under 5 years of age are given free passage. The rates for berth range in price from 50 cents to \$1.50, according to their location. Rooms can be had at \$2.00, \$3.00 and \$4.00, and where the traveler desires room with private bath can be obtained at from \$6.00 to \$8.00.

Bennett & Goodall, the general agents for the Pacific Navigation Company, who operate the Yale and Harvard, maintain their executive offices at Pier 7, Pacific street wharf, San Francisco, and in the Pacific Electric building, Sixth and Main streets, Los Angeles. They also maintain ticket offices at 630 Market street, San Francisco, and at 601 South Spring street, Los Angeles.

The Pacific Navigation Company has made arrangements whereby the Union Transfer Company, San Francisco, and the American Transfer Company, Los Angeles, will have agents on board each steamer to take orders for the delivery of baggage in San Francisco and Los Angeles. Either of the above named transportation companies can check baggage from any residence or hotel to any residence or hotel in the opposite city.

Either the Yale or the Harvard leave San Francisco every Monday, Wednesday, Thursday and Saturday at 4 p. m., arriving in Los Angeles about 18 hours later. The Pacific Navigation Company has also made arrangements whereby their steamers make quick connections coming north from Los Angeles, connecting in San Francisco with the steamers of the Alaska-Pacific Steamship Company, for Portland, Seattle and the north.

The general public will receive this news with great interest, as these two boats are the finest that have ever sailed into Pacific Coast ports on a regular schedule.

WHY PAY RENT?

The Slogan of a Successful Oakland Real Estate Broker

The answer to this question is the thousands of persons in Oakland and other cities who started on the plan of "A little down and a little each month," and are now in affluence.

The man with ambition, but with moderate means, is no longer compelled to live in crowded conditions so well known in the old city life. Modern means of transportation has wonderfully increased the dimensions and possibilities in all American cities, but in no place has this been more exemplified than in the region contiguous to San Francisco Bay.

The development of the Oakland Traction Company lines, the Key Route lines, the Southern Pacific suburban electrics, have all tended to make every point on the Alameda county side of the bay especially accessible, not only to the business and manufacturing

as was possible to outline beforehand. His success in handling the business was in a short time the talk of Real Estate Row. Within three months from the time he commenced he had so increased his business that he was compelled to enlarge his offices, having increased his staff, force to five men, and even now is on the eve of moving to larger and more commodious quarters at the northwest corner of Twelfth and Broadway in the building being remodeled on that corner.

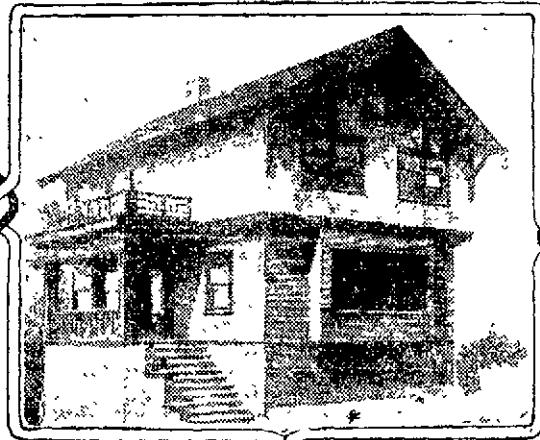
Mr. Spence, in response to a request from THE TRIBUNE, has kindly furnished a synopsis of his year's experience and successes. He says: "Believing

as I do that the home is the foundation on which American citizenship rests, and believing, as I do, that Oakland is the most ideal homesite for a large portion of that good citizenship, it seemed to me that I ought to be able to interest a good many people to own their own homes that were not doing so.

"I started in on the 'Why Pay Rent' idea because I was a firm believer in the great possibilities that it gave one for getting on in the world. I suppose I might say it was an idea born of experience and while I am somewhat averse to personal experiences for the general public, I don't mind telling you that I have



In the East Piedmont Hills.



A Piedmont Home.



In Linda Vista District.

HOME BUYING IN OAKLAND---A PLEASURE AND A PROFIT

centers of Oakland and vicinity, but to the business center of San Francisco.

The biggest result and one that stands out strongest in the admiration of every lover of progressive growth of cities is the millions of dollars worth of new homes that have been added to Oakland and Berkeley during the past five years, the large tracts of lands that have been wrested from the farmer and truck grower, the wooded hillside slopes, all have been subdivided and dotted with new homes from the modest bungalow to palatial residences.

Modest fortunes have been accumulated by the shrewd home-buyer that has been willing to sell and move into new and increasing territories, each time taking a profit and each time locating in more desirable neighborhood, either as to esthetic surroundings or absolute certainty of easy sale at an advanced price.

The old idea that only a regular speculator has a chance to make money in the real estate market has been completely overruled and it has remained for the home buyer to show that with judgment and shrewdness he, too, can add to his worldly possessions without any interference with his usual vocations.

While it is true that homes have been sold on more or less easy terms, yet it remained for one of Oakland's energetic younger real estate men, B. L. Spence, with offices in the Bacon Building, to systematically bring the selling of homes for all classes of purchasers into prominence with the rent payers.

Mr. Spence having spent seven years as manager of the sales department for A. J. Snyder, resigned his position in May, 1909, with the ultimate aim of embarking in the business of real estate broker for himself, but while he was perfectly familiar with all conditions and developments in real estate circles in Alameda County, having been a close student during his association with Mr. Snyder, yet he felt that desire to know more of the other cities of the state and their ways of conducting the same lines of business. Taking his family, he made a two months' sojourn in Southern California, visiting Los Angeles and its numerous suburbs, Riverside, San Bernardino and the other attractive valley towns. Returning to the northern part of the state he spent some time visiting all the larger places in every one, assimilating ideas for homes and home-building, that when he embarked in the real estate business on January 1, 1910, he was as thoroughly versed in what he was going to do and how he was going to do it

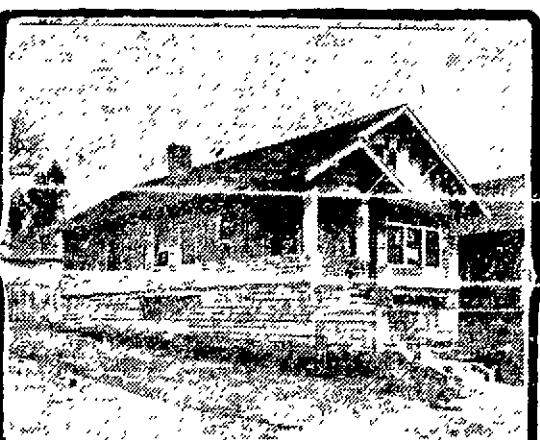


B. L. SPENCE
The man who has made "Why Pay Rent?" a household slogan.

I took the original contract where I bought my first piece of property in Oakland less than ten years ago and paid only \$100 down and \$25 a month. I made about \$1200 out of that piece of property, but the ink was hardly dry on the check of that sale before I had it in another home. This had been a great lesson to me, and I told the homeseker the same story in another form, by showing the results possible by paying monthly installments and securing a home. When I could show a possible buyer that paying \$25 a month rent amounted to \$3950 in ten years it didn't take long to convince him that he better be paying part of that, monthly, to himself. There were several points necessary to take into consideration in the carrying out of my proposed plan. First, I knew I must have the right kind of properties at the right kind of prices. The prevailing opinion that the installment buyer must pay an exorbitantly higher price than the cash buyer must be reduced to a plain mistake. It wasn't especially easy to convince these builders that installments and interest were as good or better than cash, but I succeeded with a few and had a choice list to begin with. At the end of January, with nineteen sales of homes to my credit, it was no trouble to secure all the best homes at the best prices. February outdid January and March was the best of the three, and after that it was simply a question of getting the right properties, and my buyers were sending their friends, and the chain was increasing.

"A number of these home buyers have sold during the year at an advance and these have become in turn buyers of other homes. While home-selling has been the main business conducted in my office during the year, it has been by no means all. I have found a fairly good market for lots. I have been unusually successful in disposing of small tracts of lots to builders.

"The prospects for the coming year are far brighter than for the past, and I am as fully prepared for it as I was last year. I am busily engaged now in the detail of starting about fifty new homes that are being built especially to meet the requirements of my office, and I have no hesitation in saying that I can satisfy nine out of every ten who want a home, whether at \$3000 or \$20,000, and whether they want to pay \$100 or \$1000 cash.



Types of Attractive Bungalows Sold Under Mr. Spence's Easy Pay Plan of "Why Pay Rent?"

Oakland Enriched by Interlocking Stone Co.

If we stop to consider the wonders of California the progress she has made and the position which she now holds in the field of wealth as well as beauty we are overawed. The realization of her greatness not alone in natural resources but also in the field of manufacture and invention, is overwhelming.

It is admitted that Oakland has resources unequalled, also facilities favoring invention and manufacture, but even taking into consideration these conditions, her progress in the industrial world has been by such rapid strides that it astonishes even those who are instrumental in the great work.

Possibly this industrious feeling was first mothered by necessity but now it has grown into a great business and has combined with the natural resources, making a whole harmonious and pleasant.

The country's inventions are many, but foremost in the mind just now is an invention of special interest to all people especially those so vitally interested as the residents of Oakland.

Probably the greatest discoveries ever made were appropriated by the people who have profited by them without any recognition of the source from which they came. In this instance the inventor and those directly working for its success have come to the point of realization of their efforts and the ultimate award of a "diamond medal."

Hardly a day passes without mention of the high cost of lumber and building material, of the deforestation of our timber lands.

Appreciating all of these conditions, transitory changes have taken place. First, the brick structures, so common, yet lacking that degree of strength in other material.

Second, the concrete, a little stronger than brick, but often crumbles by a heavy jar.

Third, the reinforced concrete. Stronger than the first two and next to steel the most durable material used until the discovery of interlocking stone was known.

MAGNITUDE OF THE STONE INDUSTRY.

That stone is the building material not only of the present, but of the future, is evidenced by the fact that many of the most pretentious buildings are of that material.

A BOON TO THE SMALL HOME BUILDER.

The picture above of the artistic yet permanent home on Grand avenue, Oakland, demonstrates the result and beginning of interlocking stone work on

This will save the builder of a large or a small dwelling at least 25 per cent. A poor man who cannot afford to spend \$2000 for the erection of a wooden structure, but has \$1500, can utilize this in an interlocking stone constructed building that is more permanent, costs less for insurance and every two or three years requires no painting, as a frame house does.

Thus the practical and not theoretical side of the discovery asserts itself.

With ingenious skill the plans for the Interlocking Stone Company's plant were made, and while of the greatest strength possible, the construction is simplicity itself. This refers to the home of the Inter-

locking Stone Company only as an initiation to visit it, and convince ones self that no unnecessary outlay is spent on superfluous structures and the throwing away of more, that can be utilized in other directions.

Buildings constructed of the stone manufactured by the company are fire proof, indestructible being fire and earthquake proof as proven by the Wempa building in Oakland, which showed not the slightest damage from the earthquake.

When it comes to the analysis of an interlocking stone plant it must be conceded that the one of the Interlocking Stone Company at the foot of Ninth Avenue on the estuary and just south of the Western Pacific and Southern Pacific railroads contains more features than any similar construction in the United States. Before one intricate machinery with heavy pressure, moves with the accuracy of a Jorgenson repeater. Every part is perfectly in accord with its mate. The entire surface embraced in the perspective is active and vibrant with motion that counts golden dollars for every turn of the ponderous engines.

The machines adapt themselves to a very wide



Interlocking Stone Co., Foot of Ninth Avenue, East Oakland.

range of construction and with the aid of scientific architecture are developing a system of units whereby they can manufacture interlocking stones which will make such stones available for any and every style or type of building.

MEANING OF INTERLOCKINGS

Only a visit to the works can give a clear conception of the meaning of interlocking stone, but the first application of the term "interlocking" had reference particularly to the locking one stone to another by means of lugs, from this, step-by-step, there was developed a system of construction wherein all units of an entire building are completely and perfectly locked together, forming in effect a monolithic mass. In the mass so formed are interlocked all the elements of strength, utility, beauty, novelty, simplicity, availability, etc., to the end that with the smallest outlay of time and money a building of the greatest value in every respect may be constructed.

With a perfect machine shop at their command they have built their own mixing and forming machines, and can at a very low cost produce granite, concrete and blocks therefrom.

In the stone moulding machine the gigantic force of hydraulics and applied mechanics have been "interlocked" and can manufacture the product with lightning-like speed.

This really wonderful machine showing how cement and granite interlocks in the new blocks, is a sight worth seeing.

An entirely new form of concrete building construction being the invention of George A. Peterson, superintendent of construction of the Interlocking Stone Company, deserves mention. The block consists of a face plate with two projecting lugs on the back, a wire reinforcement embedded in the center of the block. When two blocks are placed end to end the projecting wire ends are twisted together and locked together, while horizontal and vertical steel reinforcing bars are embedded in the concrete, while skeleton steel columns are built up between the projecting lugs wherever required forming a complete self-sustaining steel structure embedded in the concrete. This greatly simplifies the structural details as there are either grooves or openings in the block to receive the steel bars so that the work can only be assembled upon true and correct lines. A large four-story building on this construction, built before the earthquake at Oakland, passed through the earthquake shock practically unharmed, requiring only a few



Interior Showing Partial View of Interlocking Stone Plant.

HANSBROUGH BROS., General Contractors.



The pictures of the Garfield school above is a sample of the high character of work done in San Francisco by Hansbrough Bros., the contractors, who are building the quay wall for the city of Oakland. Their offices are at 1028 Market street, San Francisco, but

much of their time is now being given to the work on the Oakland side.

Hansbrough Bros. have constructed some of the largest and finest buildings in San Francisco. It was this firm which built the Emma Spreckels building, the Wonder building, the Dudley Stone school on Haught street, the Scheu building on Polk street, near California the Heffler building on Mission street and the St. Regis Apartments on Clay and Gough streets.

At the present time Hansbrough Bros. are engaged in building the following school houses. The Garfield, the Clement and the Holly Park schools.

John Wesley Hansbrough the senior member of the firm, was born in the state of Ohio, 64 years ago. He came to San Francisco from Colorado in 1887 and immediately engaged in the building business. He is a member of the Union League Club, is married and has one child.

Snowden L. Hansbrough was born in Kansas in 1860, is married and has three children. His residence is at 2008 Larkin street.

J. W. Hansbrough also has a home in the city, located at 1155 Stanton street.

Thus it may be noticed that Oakland can expect very satisfactory work in the building of her quay wall, the first real direct advancement in harbor improvement.

This quay wall, which will extend from Myrtle to Clay streets along the Oakland harbor, is to be in four sections, with a probable length of 2715 feet, and constructed of reinforced rubble concrete.

From top to bottom, 43 feet 6 inches, or 32 feet 6 inches below Oakland city base, and the width 22 feet at the bottom and 5 feet at the top.

slight repairs, while a new brick factory building with two blocks was completely destroyed and a one story brick flax mill on the opposite side of the street was leveled to the ground.

UNLIMITED FIELD FOR USE OF RE-INFORCED INTERLOCKING CONCRETE BUILDING STONES

For all and every form of structure these stones are applicable viz. Public buildings, public hall, theaters, schools, churches, business and office buildings, mills and every style of manufacturing plants, brick furnaces, dwellings, stable retaining walls, sea wall, culverts, embankments, and tunnels, bridges, aqueducts, waterpower dams and reservoirs, chimneys, water tower, and wherever it is desirable to know that every part of any structure built is absolutely safe for the uses intended and particularly safe against earthquake or other natural shocks.

The company owns all foreign and domestic rights and patents for all their products, thus making their holdings immensely valuable as the territorial rights will bring large sums.

The stone manufactured by them is made under the pressure of three tons to the square inch is virtually true stone, being as hard as the natural stone costs 80 per cent less than the latter has greater adaptability and is more easily handled and can be made any size form or color.

When the stones are interlocked with steel reinforcements, a wall is practically one stone is absolutely fire and earthquake proof and withstands frost, vermin and dampness for all time.

IMPROVED CONSTRUCTION OF BUILDINGS AT LESS COST

The perfect efficiency and exceedingly low cost of manufacture places the Interlocking Stone Company in an enviable position that not only they but Oakland as well will be profited immensely thereby.

It is said that a building can be constructed of interlocking stone for less than one-half the cost of steel or reinforced concrete and when finished will be more ornamental and useful.

A MONSTER PRESS

The two million pound hydraulic press with a capacity of ten stone, a minute has been years in construction to the present perfect state, and its pressure is of such tremendous force to be almost inconceivable.

The achievements by the men back of this enterprise are commendable as with little compensation and untiring efforts day and night they have toiled to see the crowning with success of the greatest machine of modern mechanics.

READY FOR BUSINESS

The Interlocking Stone Company are now manufacturing and are prepared to accept any contracts offered. Located on the estuary where vessels of light draft can enter, their shipping facilities both by water on the south and railroad and teaming on the north are ideal.

The company gladly welcomes visitors to its plant foot of Ninth avenue, and have published a booklet giving more detailed information on the many features of their products, that will be mailed free on request.



Residence on Grand Avenue and Lee Street, Built of Interlocking Stone.

As a protection to vessels docking there, fender piles on face of concrete wall, eight feet centers, have been provided. The piles are 38 feet long and 14 inches in diameter.

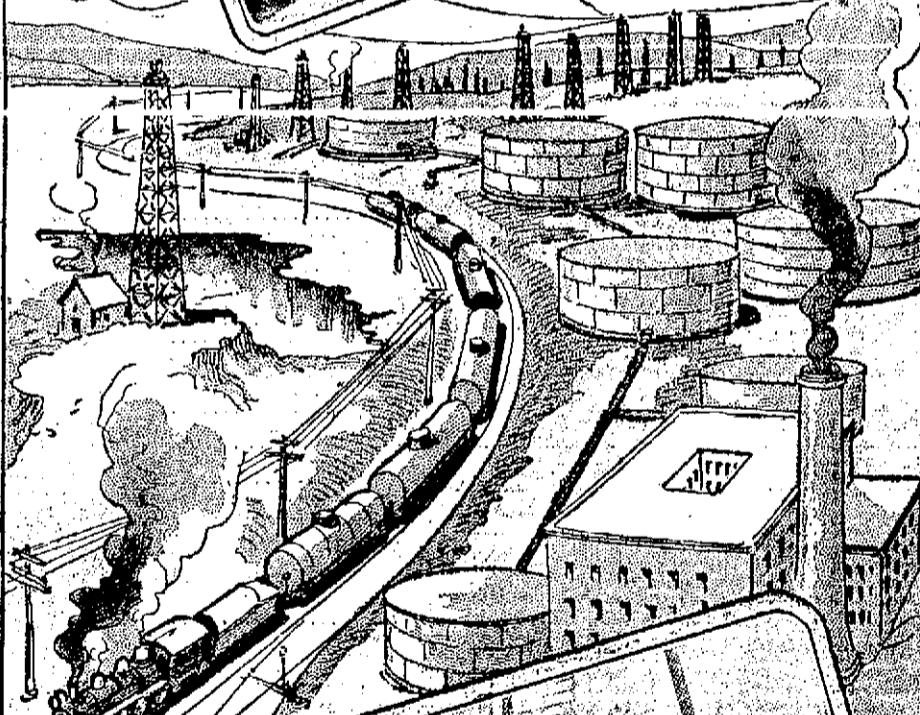
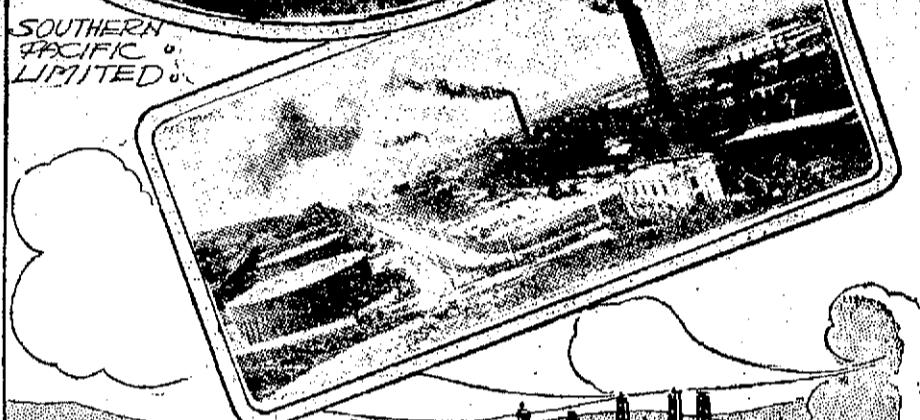
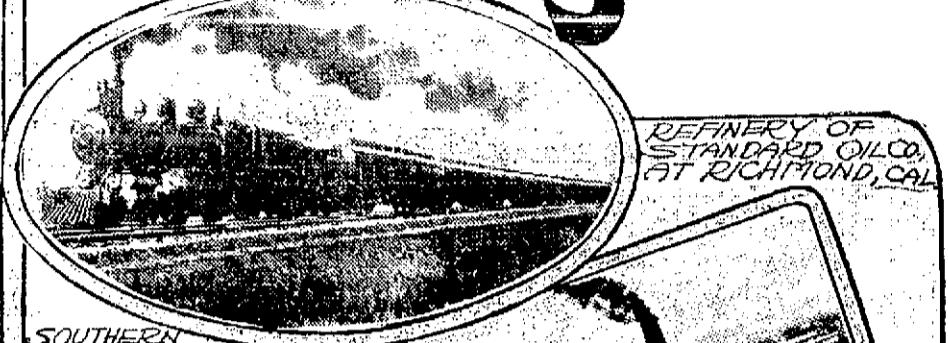


GRAPE ARBOR AT BARNUM RESTAURANT

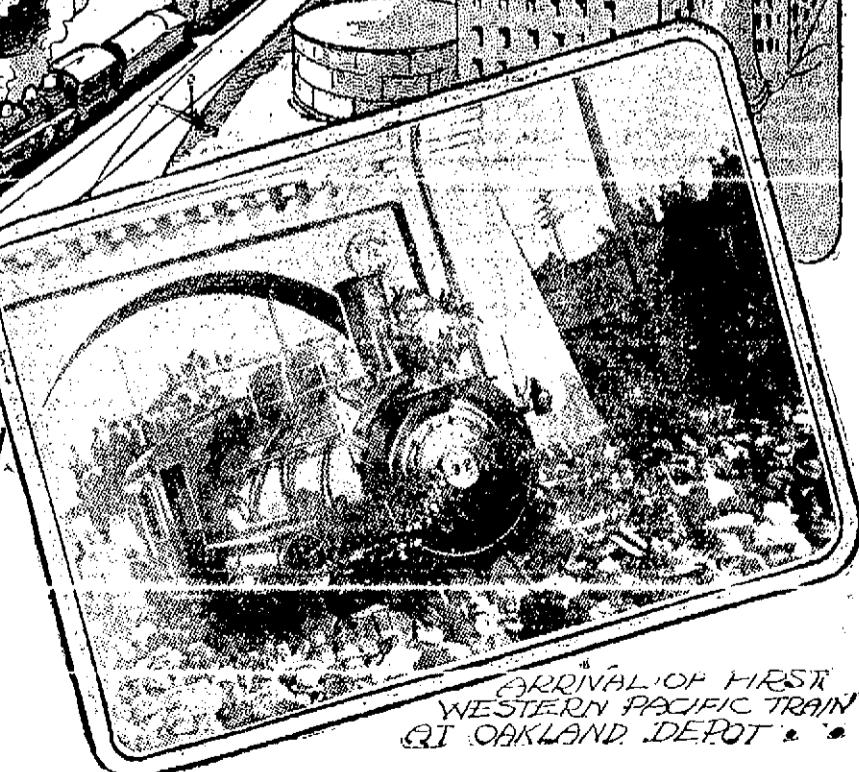
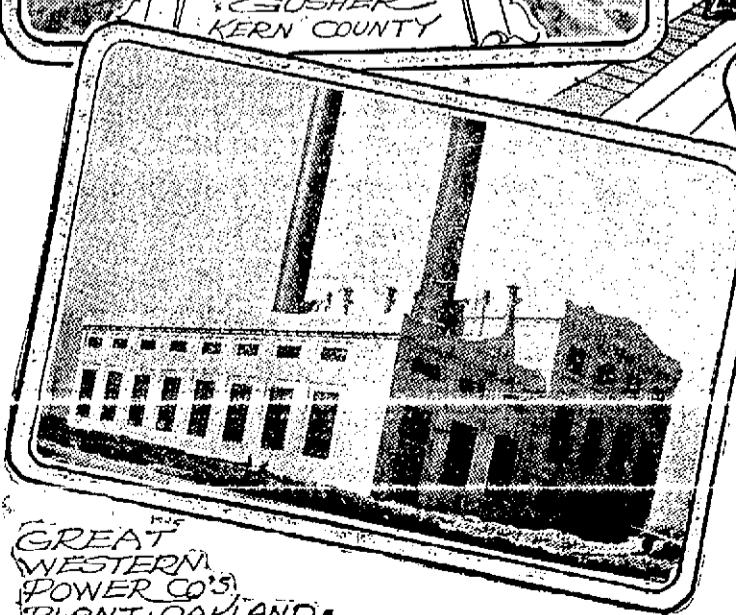
BARBERIS & BAILARIS, Props.

S. E. Cor. 7th and Broadway Streets, Oakland, Cal.

Transportation Investment and Oil Section



LAKEVIEW
Gusher
KERN COUNTY



FORTUNES MADE IN OIL

California's Annual Supply Has Advanced in Ten Years
From 307,000 Barrels to More Than 58,000,000

By STATE MINERALOGIST LEWIS E. AUBURY



handing and treatment of all other products, including the turning of wheels, the propelling of locomotives and steamship engines, the working of power plants, the furnishing of cheap fuel for many purposes whose development has hitherto been hampered by a lack of such a facility; and, it can be made increasingly useful, in anything, with the advancement of appliances and inventions for its application.

Promotes Mineral Industries.

Petroleum is a promoter of other mineral industries, not only in the directions which have been indicated, but also as inherently possessing chemical properties which are of great value in the production of side products that are salable and valuable and also causing the construction of refineries in which men are employed and which, in the aggregate represent a large investment of active capital.

The State Mining Bureau has for its purpose the promotion of all mineral industries. In this connection it is a part of the work of this Bureau to compile and annually publish, statistics relating to values and quantities of petroleum production. Included in the same work, it is necessary to prepare statistics concerning asphalt, which is very useful and which is becoming more and more important as a money-earning commodity—as a side product of petroleum. Statistics are interesting as supplying totals and as indicating, at least by inference, the growing demand, the growing production, and the generally growing interest in an industry which has taken a foremost place in California, and which is now unequalled in its own lines in any other part of the United States.

Big Increase in Production.

Such statistics as are available have received close and earnest study on the part of investors, operators, speculators and the general public. It is interesting to note, as a matter of course, that since 1890 the annual production of petroleum in this State has risen from 307,000 barrels to more than 58,000,000 barrels. Within six years the increase has been nearly 100 per cent in the total of production. The question is commonly asked what will be the production for the next twelve months? I admit that no one can safely prognosticate in that direction. Some have forecasted that the total for 1910 will be shown to have been some-

thing like 75,000,000 barrels. Nothing but the books of the companies and their annual reports can either verify or controvert this estimate.

For 1907, 45,411,000 is the total for 1907, and an aggregate sum of 47,000,000 barrels for 1908. It might not be rash

to estimate that the products for 1909 will be shown to have been at least 50,000,000 barrels. In the absence

of actual returns from the producers to this Bureau for 1910, it would be unsafe to assert with any pos-

sibility that this is the fact.

Wonderful Future of State.

The larger aspect of petroleum must be based on the enormous opportunities which California is about to enjoy by reason of the opening of the Panama Canal and by the vast growth of industries, and the equally vast widening of demands for everything that we in California have to sell. It is much more interesting to contemplate that as a factor to indefinitely promote the petroleum industry of California, than it is to inquire concerning an annual output in the period immediately preceding the opening of the canal.

Those who have invested in oil lands in good faith, and those who are operating in good faith undoubtedly have forecasted the future and have estimated its benefits. That which will add to the value of every acre of eligible farming land in California, ought also to increase the worth of oil land that will produce petroleum in large commercial quantities. The pipe line to convey petroleum from the Pacific to the Atlantic Ocean, is simply an indication of a demand on the other side of the continent which will grow indefinitely.

Great Demand for Petroleum.

It is but a few years since our native petroleum became a staple product in the market of Japan. Not long back of the time when we began to export to Japan marked the inauguration of the large use of

petroleum of steam-ship furnaces took place. Now it is reported that the United States Navy may burn petroleum on a large scale. This is clear already, that the use of petroleum in California has largely reduced the use of foreign or domestic coal for manufacturing uses. We have been able to compete with our own product as against any person or persons supplying fuel originating outside of this state for steam purposes, notwithstanding that most of the concerns engaged in sending coal to California in the past, have had the advantage of cheap carriage by sea.

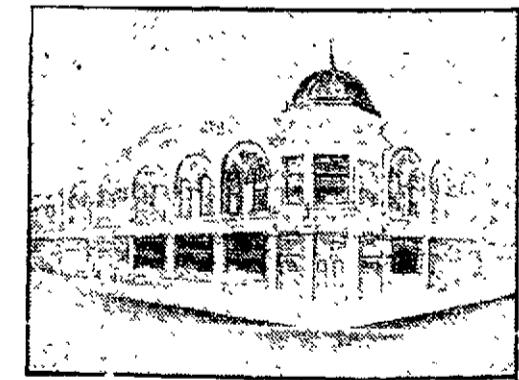
The increasing figures of production do not by any means represent the increase possibilities of production. Gushers with their sensational performances induce those interested in oil lands to extend their purchases and their investments. Whether the regular and reliable production of petroleum from established fields is a stronger incentive to stimulate investment, is of course a question, but the history of our fields in California is that the larger ones at least have been reliable producers for a long period.

First Discovery in State.

Petroleum was discovered in California about a half century ago, and in the regions where it was first known in this State, there are still productive properties. The history of the oil fields in Kern county has been one of progressive development and reliable supply of fuel oil. The industry has expanded, with excellent assurance of endurance. Wherever other new fields may be opened, very likely the same experience will be encountered.

We widen our acreage of fruit trees; we irrigate our lands and bring forth four-fold crops; we discover new ways in which to make our acres fertile and investigate as to the best crops to be produced. We rebuild a great city; we furnish inducements to attract an ever-growing and ever augmenting population to our interior counties; we increase the output of gold, of structural materials, of the precious metals—with all the increase of petroleum keeps pace, and petroleum has forged to the front as the mineral king of California, for the present at least.

Sugar beets, tons.....	35,000	175,000
Total value	67,500	337,500
Poultry and Eggs,		
Chickens	20,750	\$124,500
Ducks	725	6,525
Geese	300	3,600
Turkeys, lbs.....	55,883	16,766
Eggs	1,675,125	753,706
Pigeons	1,500	5,400
Total value	910,497	



STATEMENT ITALIAN POPULAR BANK

Incorporated November 3, 1906

Opened for business January 1, 1907.

Paid Up Capital \$250,000.

THE GROWTH OF OUR ASSETS.

December 31st, 1907	\$ 905,606.37
December 31st, 1908	1,237,802.89
December 31st, 1909	1,770,977.31
December 31st, 1910	2,398,640.59
January 7th, 1911	2,411,646.84

ITALIAN POPULAR BANK

San Francisco and Oakland, Cal.

Officers: J. F. Fugazi, president; Geo. M. Perine, vice-president; F. N. Belgrano, vice-president and cashier; K. T. Soraceo, secretary.

G. Ghiglieri, branch manager; Ant. Friant, branch cashier; Pio Morbio, attorney.



"Crackproof"

CORRUGATED MOULDED

Garden Hose

(Made in 500-foot lengths)

Is the perfect product of genius, skill and modern methods

SOLD IN OAKLAND

By Maxwell Hardware Co.

Every foot of this Hose is

Branded "Bowers Crack-proof"

"MADE IN CALIFORNIA"

By Bowers Rubber Works
SAN FRANCISCO

CALIFORNIA'S GREATEST INDUSTRY IS CALIFORNIA'S LIQUID COAL

The Palmer and Palmer Union Oil Cos. Offer Splendid Investment Opportunities

PALMER OIL COMPANY whose holdings consist of 880 acres in the Santa Maria district, the richest oil field in America, is famous in oil and investment circles owing to its astonishing development. Two gushers, Nos. 1 and 2, which have produced nearly 10,000 barrels daily, with wells Nos. 3 and 4 pumping 300 to 400 barrels daily, with such increasing gas pressure as to in-

dicate that they will also become gushers within a short time. Wells 5 and 6 making rapid progress towards completion.

For over a year the Palmer Company has been paying dividends of 1% per month, which it is confidently expected will be increased from its greater production as soon as larger deliveries can be made under its contracts. Over 250,000 barrels yet remain undelivered on the contracts

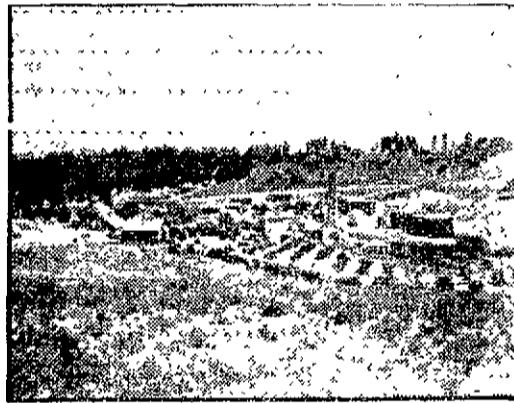
of the Associated and Union Oil Companies at an average of 52½¢ per barrel at the wells.

The Santa Maria Field is admittedly the richest in California, if not in the world, in the depth and saturation of its oil measures.

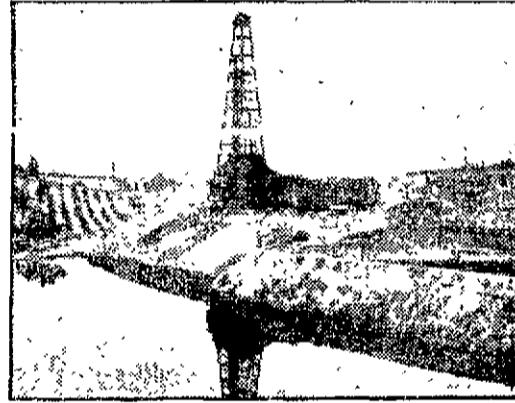
PALMER UNION OIL COMPANY comprises a controlling interest in The Palmer Junior Oil Company and Palmer Senior Oil Company owning 1830 acres of land which adjoins



Palmer Gushers Nos. 1 and 2.



Storage Reservoirs and Camp.



Palmer Gusher No. 2 and Storage Reservoir.

the Palmer Gushers on the north, also 560 acres of the Paula Oil Company's holdings in Ventura county and forty acres in Kern county.

The advantages of consolidating these properties in the Palmer Union Oil Company are manifold, insuring the same capable, experienced and successful management for the Palmer Union Oil Company as has made the Palmer Oil Company famously successful; also the advantages of diversified holdings in the different oil fields of California, combining the great fuel oil fields of Santa Maria and Midway with the rich, refining, high gravity oil of the Ventura field.

This combination of properties into the Palmer Union Oil Company offers an unequalled opportunity for safe investment, with exceptional possibilities for phenomenal increase in the value of the stock and earning power, as the large properties of the company are developed and the great possible production secured.

WELL NO. 1 of the Palmer Union Oil Company, adjoining the Palmer gushers, is now over 2800 feet in depth, in the same rich oil sands as

the Palmer gushers, and will be brought in as a producing well within the next few weeks at about 3100 feet.

WELL NO. 2 in close proximity to Palmer No. 5 is now down over 1000 feet, and also shows the same formation as was encountered in the Palmer Oil Company's wells. Work on this well is progressing most satisfactorily.

The Palmer Union Oil Company is under the same management as the Palmer Oil Company and will be conducted along the same sound, conservative lines.

The officers of this company are as follows: President, Frank L. Brown, president Palmer Oil Company; first vice-president, J. C. Kemp Van Ee, vice-president Palmer Oil Company; second vice-president, Lewis A. Hilborn, vice-president Palmer Oil Company; secretary C. Jepsen, director of Paula Oil Company; treasurer, George L. Walker, secretary Brown Walker Simmons Company; director, Gustav Baumann, proprietor Holland House, New York City; director, Charles E. Ladd, Portland, Ore-

gon; director, P. F. Unger; consulting engineer, W. W. Orcutt, consulting engineer Palmer Oil Company; superintendent, Frank A. Fether, superintendent Palmer Oil Company.

Any interested party is invited to visit the company's properties and personally investigate the merits of same.

Palmer Oil Company stock is traded in on the San Francisco and Los Angeles Exchanges and on the New York curb.

Palmer Union Oil Company stock is traded in on the San Francisco Exchange and will be listed on the Los Angeles Exchange and New York curb in a short time.

All persons who are interested in oil investments should call upon or correspond with us, and obtain a copy of our booklets,

"California's Greatest Industry"
"California's Liquid Coal"

which give a comprehensive history of the development of the oil industry, with splendid illustrations of the Palmer properties.

Brown Walker Simmons Company

COUGH BUILDING, PORTLAND, OREGON.

METROPOLITAN LIFE BUILDING, NEW YORK CITY.

CROCKER BUILDING, SAN FRANCISCO, CAL.

TERMINAL & SAN FRANCISCO

BONDS & SECURITIES

TO OUR CUSTOMERS BUSINESS & TRADE

E. F. WAYLAND & CO.

BROKERS

Frank A. Wayland
and Company

Bonds—All Local
Issues

LISTED SECURITIES—BONDS & SECURITIES A SPECIALTY

474-476 Monadnock Building, San Francisco, California

WE OFFER FOR QUICK SALE:

100 SHARES MONTEREY COAL COMPANY	2	41
100 SHARES THE CALIFORNIA OIL COMPANY	2	22
100 SHARES CALIFORNIA PETROLEUM & COAL COMPANY	2	12
100 SHARES CALIFORNIA WIRELESS TELEPHONE & TELEGRAPH COMPANY (ANY PART)	2	50
200 SHARES CALIFORNIA CONSOLIDATED GOLD MINING COMPANY	5	33
200 SHARES CALIFORNIA JACK KNIVES COMPANY (COLLECTED)	5	33
200 SHARES CALIFORNIA OIL COMPANY	5	15
200 SHARES CALIFORNIA OIL DEVELOPMENT COMPANY	5	37
200 SHARES EASTERN MEXICAN COPPER COMPANY	2	16
200 SHARES CALIFORNIA OIL COMPANY	2	55
200 SHARES YELLOWSTONE OIL COMPANY	2	15
200 SHARES CALIFORNIA OIL COMPANY	2	22
100 SHARES CALIFORNIA CONSOLIDATED OIL COMPANY (R. D. EVANS, President)	2	40
100 SHARES GATES CONCRETE TILE COMPANY	2	250
100 SHARES M. J. & M. M. CONSOLIDATED OIL COMPANY	2	40
100 SHARES PIONEER OIL COMPANY (EX. PLATE)	2	10
100 SHARES MIDWAY PIONEER OIL COMPANY	2	.65
100 SHARES SECTION SIX OIL COMPANY	2	15
100 SHARES ALICE OIL COMPANY	2	.05
100 SHARES YEDOMONT OIL COMPANY	2	.09
100 SHARES EYING TYPE COMPANY (LOS ANGELES)	2	.30
100 SHARES CALIFORNIA PRESSED BRICK COMPANY	2	.12
100 SHARES TEMPLESKY RANCH OIL COMPANY	2	.18
100 SHARES LIBERTY OIL COMPANY	2	.14
100 SHARES VITAMID OIL COMPANY	2	.50
100 SHARES TROPICAL FRUIT & TRANSPORTATION COMPANY	2	.25
100 SHARES PACIFIC FRUIT OYLING & VAPORIZING COMPANY	2	.10
100 SHARES WOODSIDE BRIDGE COMPANY	2	.60
100 SHARES COALINGA CRUDE OIL COMPANY	2	.04
100 SHARES BURLINGAME TELEGRAPHING TYPEWRITER COMPANY	2	.20
100 SHARES PACIFIC SLOPE SECURITIES COMPANY	2	.40
100 SHARES MACOUT COPPER COMPANY	2	(SPECIAL)

Macout Copper Company stock is the issue that is attracting the attention of the conservative stock buyers and investors at the present time. We are not in a position to say for certainty. Recent important developments will shortly increase the price of stock. We suggest an immediate investigation.

20 SHARES WESTERN CONSOLIDATED COAL, GAS & ELECTRIC, 5% \$1000 BONDED	25.00
20 SHARES WESTERN STATES LIFE INSURANCE COMPANY	20.00
10 SHARES RIO MICHOL RUBBER PLANTATION COMPANY	26.00
2 SHARES LA ZACUALPA RUBBER (DIVIDEND PAYING)	175.00

Correspondence Solicited. We want your business. Yours Very Truly,

E. F. WAYLAND & COMPANY.



Attractive Residential Property Offered by Frank K. Mott Co.

\$10,588,694.10 Paid in Dividends Last Year on Oil Stocks

THE wonderful growth of the different oil companies in California during the past year is still the talk of the financial world. According to the figures compiled by F. C. Denby, assistant secretary of the oil securities department of the San Francisco Stock Exchange, there were dividends amounting to \$10,588,694.10 paid in 1910 to stockholders, making a total disbursement up to date, measured from the creation of the company, \$31,218,674.73.

These figures do not include the disbursement of a large number of other corporations whose stocks are not quoted on the exchanges but which are included in the totals above, would probably double them.

Moore & Scott Iron Works

Ship Builders, Engineers
and Marine Railway.

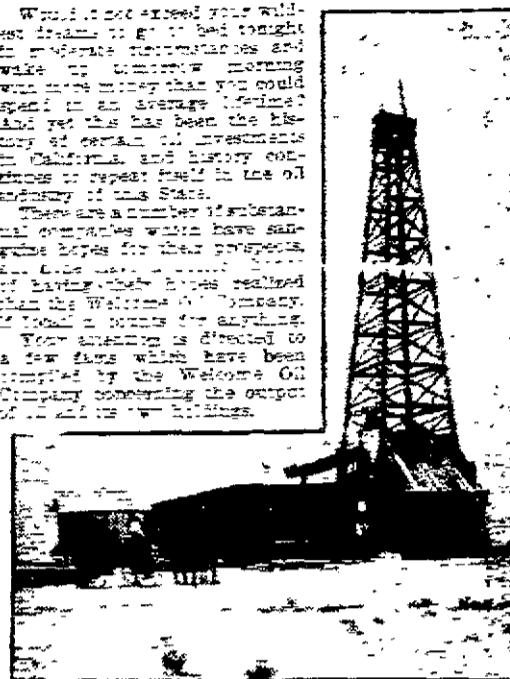


Foot of Adeline Street
Oakland

CALIFORNIA OIL FIELDS.

Would you exceed your wildest dreams to get to bed tonight in a private residence and wake up tomorrow morning with more money than you could spend in an average lifetime? And yet this has been the history of certain oil investments in California, and history continues to repeat itself in the oil industry of this State.

There are a number of substantial companies which have substantial hopes for their prospects. The following figures realized by the Welcome Oil Company, of which a portion of anything you are doing is directed to a few facts which have been compiled by the Welcome Oil Company concerning the output of oil in the following:



OIL VS. GOLD

The production of petroleum in California in 1910 will exceed in value the production of gold \$15,500,000, according to State Mineralogist Lewis E. Anbury.

Increase in production in California in 25 years:

1875.	175,000 Barrels
1910.	75,000,000 Barrels

Oil stocks are a good investment if the company is reliable. The Welcome Oil Company, Inc., offices 56-57 Bacon Block, Oakland, Cal., directs your attention to the following facts:

Its officers and directors are reputable business men.

OFFICERS.
GRANT D. MILLER, President.
JACOB BILLS, Treasurer.
DR. W. T. HEIDER, Vice-President.
G. L. WARNEKEN, Manager.
LOUIS ALLGEWAHL.
FRED SENLICH.

DR. EDWARD DE LARUE.
It pays its officers no salaries. No royalties to pay. No mortgages. No bonded indebtedness. It owns its own lands and is absolutely free from debt.

\$200,000 Capital Stock.

100,000 Shares Paid for Land.
100,000 Placed in Treasury for Development Purposes.
Its holdings are situated in Kern County, California, between two of the most productive oil fields in the world.

\$25.00 BUYS 100 SHARES.
More sold on the same proportions. Payments to be made, 20 per cent down, 20 per cent per month.
Its offices are located at 56-57 Bacon Block.
Phone number, Oakland 2922.

Stocker & Holland ABSTRACT COMPANY

Established in 1863
Incorporated in 1898



Occupy their own building
At 808 Broadway

Only Complete Set of Abstract
Books in Alameda County

CALIFORNIA OIL Leads the World

74,000,000 barrels produced; \$20,000,000 paid in dividends

California led the world in the year 1910 in the production of oil, yielding a total of 74,000,000 barrels. A total of \$20,000,000 in dividends was paid by the oil companies of the state to their stockholders. Oil is California's greatest industry.

Nineteen hundred and eleven will be better than the year just past. The oil industry from every point of view is in better condition. Profits will be greater and you should place yourself in a position to secure a portion of this year's millions in profits.

California Oil Bulletin---Free Upon Request

The readers of the "California Oil Bulletin" made big profits in 1910 and they will make greater profits during 1911.

We maintain representatives in all the leading oil fields of California through whom we keep in close touch with the operations of all the oil companies.

For the information of our clients we issue semi-

monthly the "California Oil Bulletin," giving the news all the time of all the companies operating in the different fields.

If you are in any wise interested in California's greatest industry you should receive and read the "California Oil Bulletin." Upon request it will be mailed to you regularly as issued absolutely free during 1911. Write for it today.

THE G. S. JOHNSON CO.
932-935 Phelan Building

San Francisco, California

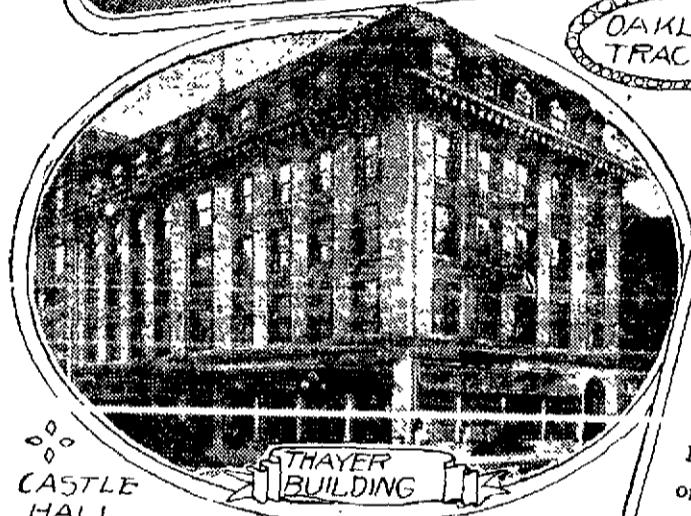
LAYMANCE REAL ESTATE CO.

PROMOTIONS OF 1910

INTERIOR OF LAYMANCE
REAL ESTATE COMPANY'S
OFFICE

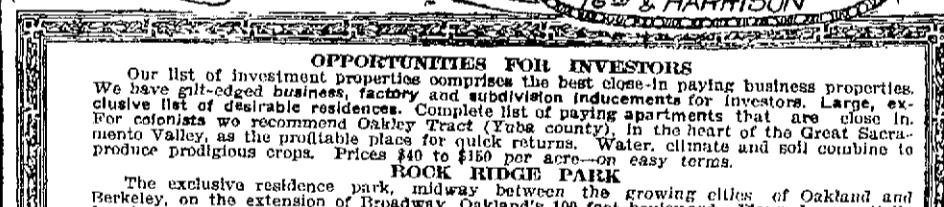
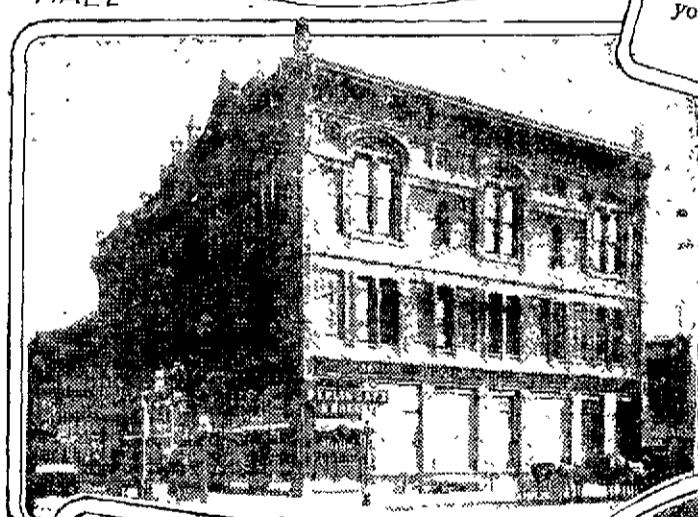
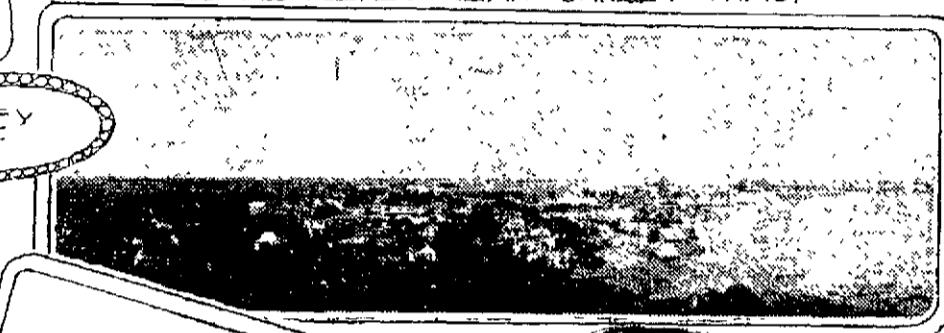


AGRICULTURAL SCENES NEAR OAKLEY TRACT



OAKLEY
TRACT

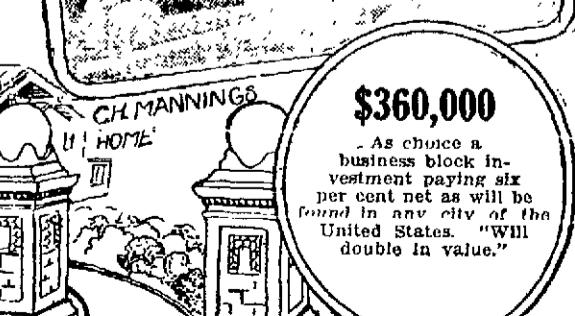
An Oakland capitalist made half a million dollars and one Utah capitalist made quarter of a million dollars in buying Central Oakland real estate through our office. Let us tell you of others.



Laymance Real Estate Company
1214-16 BROADWAY



C. B.
WELLS
\$40,000
HOME UNDER
CONSTRUCTION AT ROCK RIDGE PARK



\$100,000

Two-story brick
block corner, 100x100,
land alone worth price
asked, with a future
that will double.

\$360,000

As choice a
business block in-
vestment paying six
per cent net as will be
found in any city of the
United States. "Will
double in value."

ROCK RIDGE PARK
OAKLAND'S CHOICEST RESIDENCE SECTION

ENCINAL CITY'S PROGRESS

Past Decade Most Remarkable in History of Alameda--New Innovations Mark Era of Prosperity.

By MAYOR W. H. NOY.



RECENT published report of the United States census taken in April shows that the city of Alameda has a population of about 23,400. During the past decade the growth of the city has been approximately fifty per cent. This growth has not been of a spasmodic nature, but has been steady and substantial. The growth is undoubtedly due to the excellent climatic conditions in the city and to the progressive administration of its public affairs. During the past three years and a half the city has been governed under its new charter. It is a remarkable fact that under this charter the people have been able to get the services of exceptionally faithful public officials, many of whom serve without salary. During this time public improvements involving almost a million dollars have been undertaken and

will soon be carried to completion.

Every department of the city is progressive and up-to-date.

the last year was only \$153, the loss for the entire city being less than \$23,000. The insured value of the property endangered amounted to \$338,000.

Electric Light Department.

One of the chief objects of public pride in the city is the municipal electric light plant which is publicly owned and operated. The economy and efficiency of this department is shown by the fact that while the city allowed the plant only \$10,000 in its budget last year for all purposes, the plant furnished light for the city without cost which, at the least calculation, would cost the city \$30,000, and at the same time furnished consumers with current at a maximum of seven cents per thousand watts, which is two cents lower than the maximum of any neighboring cities supplied by private corporations. Under the new contract for fuel it is very probable that the cost to the city will be considerably less.

Many Parks and Playgrounds.

The parks and playgrounds are features of which the city may be justly proud. Since the city undertook to provide recreation centers for its children, more than \$150,000 has been spent for this purpose. Three playgrounds as finely equipped as any on the coast and one large public square constitute the playground system of the city. During the year the equipment has been largely increased, a woman's lodge has been built in Lincoln park and plans for an athletic field have been maturing.

The record of the fire department shows its progressiveness. The first automobile fire engine on the Pacific coast was purchased by the city of Alameda. The efficiency of the department is shown by the fact that the average loss per fire alarm in the city during

the last year was only \$153, the loss for the entire city being less than \$23,000. The insured value of the property endangered amounted to \$338,000.

Police Department Record.

The police department, which is practically self-sustaining, is under the same control as the fire department. The number of arrests in this city is singularly small and no city on the coast can boast of a better observance of law and order.

During the past year the school department has been very active. Owing to the remarkable growth of the city since the earthquake it was found necessary to increase the school accommodations. In February the people voted bonds to the amount of \$150,000 for the purpose of building two new schools and an addition to one of the present structures. A four-room addition to the Wilson school costing \$14,000 has already been completed. Plans for an ideal twenty-class-room building to replace the old Haight school building have been adopted and the building is well under way. Plans for the new Washington school building have been adopted and the contract awarded. The Washington school will contain twelve class rooms. Among the unusual features of each of these buildings will be noted a large assembly hall, fine large manual training and domestic science rooms and exceptional play facilities. Four class rooms in each building will be especially equipped so that the entire side of the room may be thrown open for the admission of fresh air. Both buildings will be of brick and strongly reinforced with steel. All the floors will be of the finest maple for sanitary reasons. As another sanitary precaution, each building will be swept by means of a vacuum process.

Health Department Measures.

The health department of the city has adopted progressive measures to provide against the selling of impure foods. A food inspector devotes his time to the work of inspection, one of his chief duties being to look into the sanitary conditions of dairies and to make tests of milk. It is a matter of congratulation that the records of this board show that Alameda has one of the lowest death rates and one of the highest birth rates on record.

Our library is housed in a beautiful, substantial building opposite the city hall. This building has been considered a model of its kind and the plans have been borrowed and copied by several other cities. The library is under the management of an exceptionally capable board. The number of volumes in the library is 38,450, an increase of 1,792 during the year. In the past year 9210 patrons have been served. The librarians and her staff are very competent and are on the alert for progressive ideas. During the year they have established a children's story hour, which has proved very popular.

Street Department's Good Work.

Visitors in the city of Alameda invariably remark the fine condition of the streets and sidewalks. There are fifty miles of finely paved streets in the city. Among the street improvements undertaken recently is the paving of the east side of the Webster street roadway. When the new charter went into effect this roadway was a mere bog in winter. It is now one of the finest highways in the state. Webster street in its business portion has also been paved during the year.

The sewer system, which is under the control of the street department, has been increased in its efficiency by the building of the South Side sewer, for which bonds to the amount of \$30,000 were voted in February. The council now contemplates the building of a sewer to accommodate the residents of the east end. When these two sewers are completed Alameda will have a perfect sewer system.

The year has been one of substantial progress. During the past sixteen months building operations to the amount of \$1,341,000 have been carried out. This, in addition to the million dollars expended by the city for improvements and more than one-half million expended by property owners under the Crocker act, and \$5,000,000 expended by the railroad company to transform steam lines into a modern electric system, brings the total expenditure for improvements, public and private, to approximately \$8,000,000.

Finances in Good Condition.

The city finances are in excellent condition. Every department of the city carried over a sufficient balance on the first of July to meet all obligations accruing before the apportionment of taxes in December. This has been done during the last four years. In other words, all bills, whether for salary or for materials, are paid upon presentation and due approval. The economical character of the government is shown by this promptness in paying bills and by the fact that the tax rate this year was \$1.20, the lowest tax rate in fifteen years. The city debt, previous to the amount of \$2,600,000, while the bonded indebtedness of the city amounts to only \$505,000. The proportion of bonded indebtedness to the assessed valuation is one of the lowest in the State of California.

Private Enterprises Many.

With the coming of this new electric system and the coming of the Panama-Pacific Exposition, we are confident that the growth of the city of Alameda during the next ten years will far exceed the growth of any ten years previous. Meantime the public servants of the city of Alameda, with wise forethought, are taking care that the municipal government shall keep pace with the growth of the city. Signed,

W. H. NOY,
Mayor of the City of Alameda.

INTERIOR VIEW OF BENJ. CURTAZ & SONS' NEW OAKLAND STORE.



In the days of the Argonauts when the lure of the yellow gold brought to California its most sturdy citizens, Benj. Curtaz came over the emigrant trail, driving his team of oxen and prairie schooner.

In 1856 Mr. Curtaz founded the piano house of Benj. Curtaz & Sons, conservative in its policy, integrity in all its dealing, liberality towards its patrons and always selling the right goods at right prices in the right way, constantly striving to attain for its patrons the acme of the piano makers' art. It soon gathered to it the patronage of the true lovers of music of California.

Each year has seen this house grow. Sons and daughters, grandchildren and great grandchildren of its patrons in the days of gold have grown up and instinctively turn to the Curtaz piano as the one they want in their home. More than eleven thousand Curtaz pianos are now in use in the best homes in California. Some of the other well-known makes of pianos carried

by this house are Everett, Vose, Schaeffer, Apollo players.

Benj. Curtaz & Son have but recently opened a branch store in this city at 520 Twelfth street, between Washington and Clay streets. In looking around for a manager for this new store they selected one of our well-known piano men, Mr. F. L. Valentine, who for the last eight years has been connected with one of our well-known piano stores.

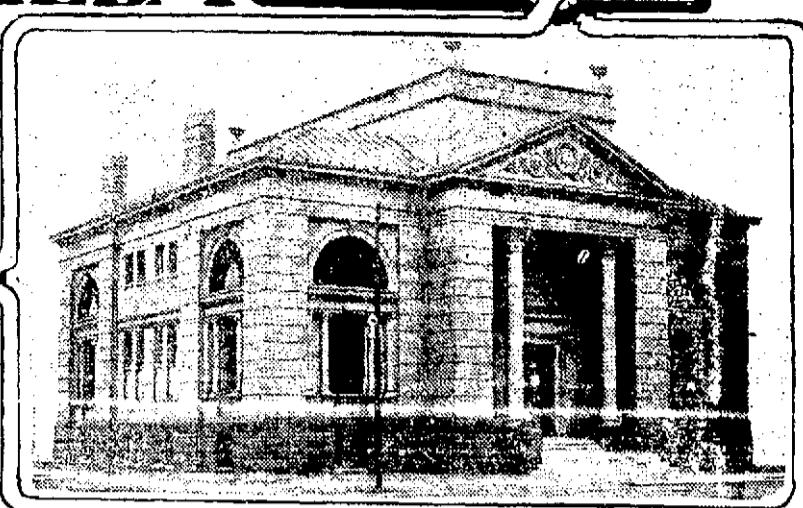
Mr. Valentine was selected for this important position on account of his enviable reputation and ability to sell pianos without misrepresentation, his thorough familiarity with all makes of pianos and his large circle of personal friends also attributed largely to his success in securing this coveted birth.

Mr. Valentine is also well known as a musician, both as a player and a writer of popular and semi-classic music.

ALAMEDA



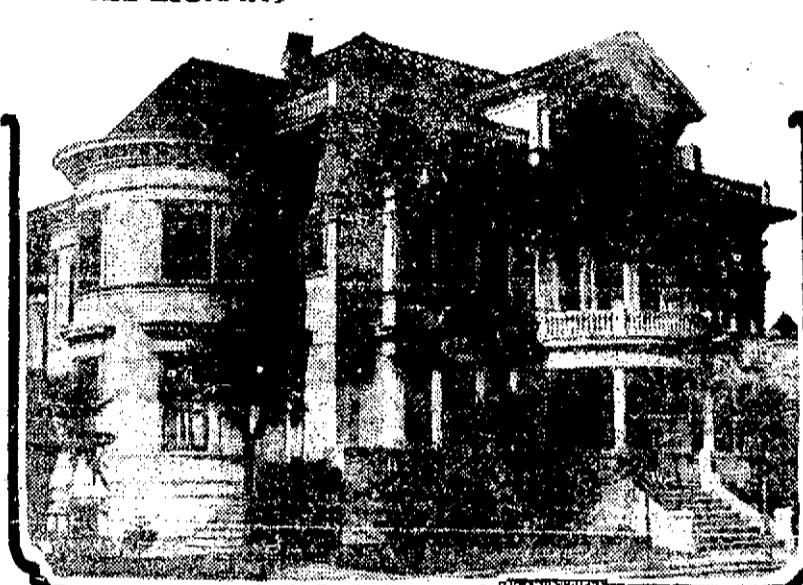
ELKS CLUB



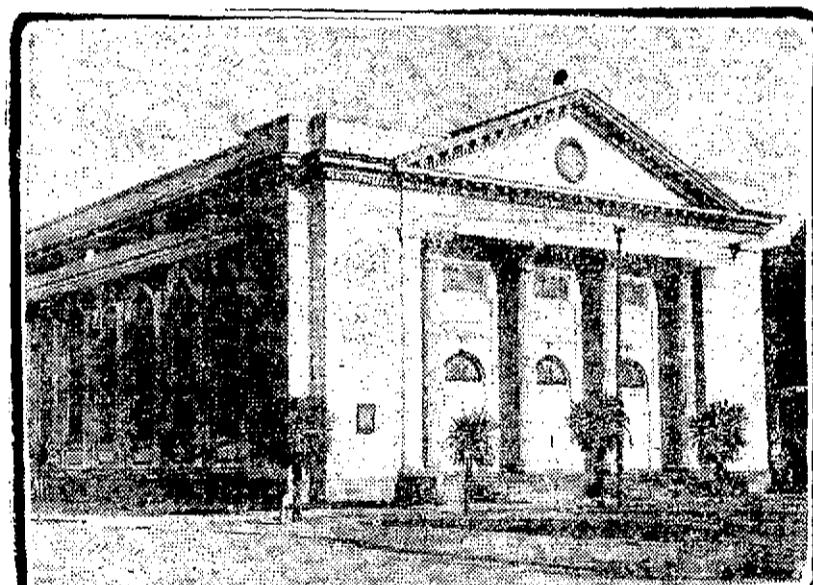
FREE LIBRARY



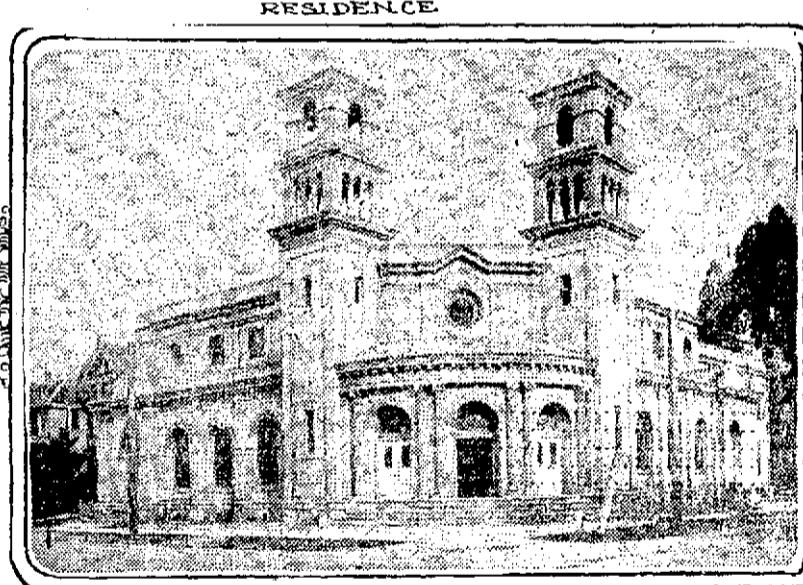
ADELPHIAN CLUB



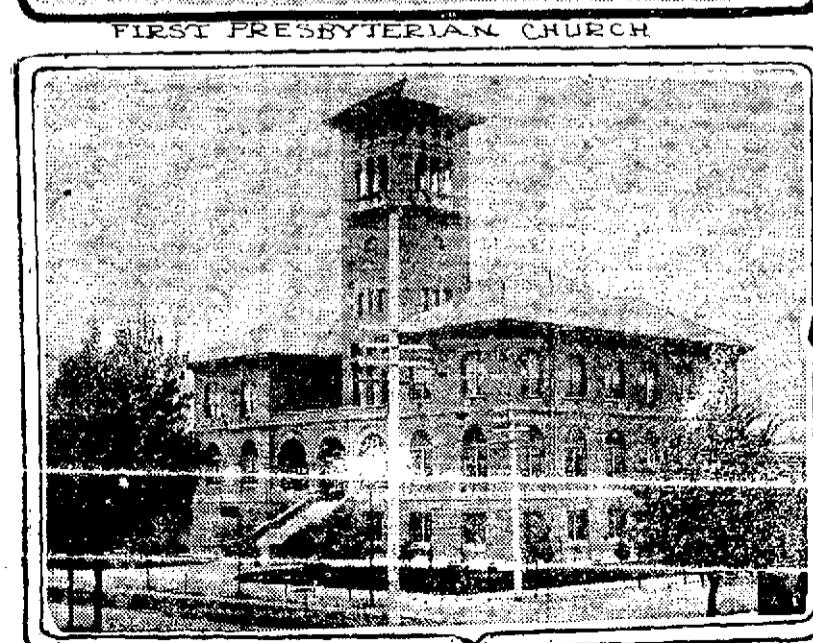
TYPICAL ALAMEDA RESIDENCE



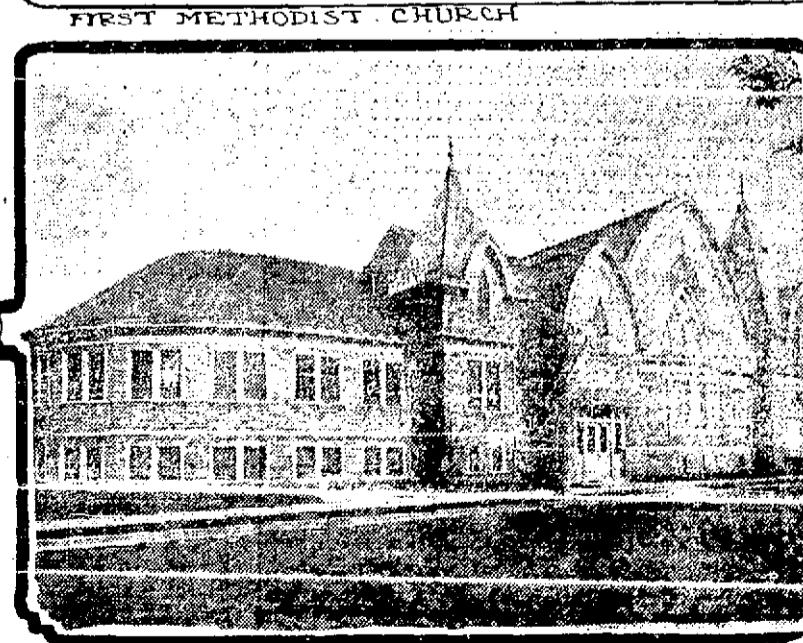
FIRST PRESBYTERIAN CHURCH



FIRST METHODIST CHURCH



CITY HALL.



FIRST CONGREGATIONAL CHURCH

Modern Homes Have Increased City's Wonderful Growth

GREAT AWAKENING of OAKLAND

EXPERT OPINION BY WILLIAM J. LAYMAN, WHO HAS WATCHED MARVELOUS DEVELOPMENTS FOR MANY YEARS



If there be an individual in the State of California or the entire United States who ever heard of the city of Oakland, California, and doubts its present wonderful permanent prosperity and grand future development, that individual is absolutely ignorant of the extraordinary favorable conditions that Oakland has enjoyed during the last few years and for year 1910 as compared with other cities and communities of similar size in the United States. With no exceptions in any of the many different branches of commercial activities, the most favorable showings of the 1910 census are the cities of Rochester and Detroit with their sixty per cent increase in population as compared with Oakland's increase of 123 per cent and Berkeley, Oakland's adjoining city, of 208 per cent.

The greatest growth of cities in 1910 were cities where railroads, electrical development and manufacturing interests were active, particularly Rochester and Detroit. During the year 1910 Oakland, in this respect, made remarkable progress, but comparatively small as it will in 1911. The completion of gigantic plans of similar development initiated in the latter part of 1910 will treble Oakland's developments in 1911, and make a greater population increase than 1910.

Real estate transfers in Oakland and Alameda county during 1910 will exceed the thirty million dollar mark, as evidenced by the County Recorder's records of documents filed:

	Number	Receipts
1905	28,500	\$40,813.90
1906	44,754	62,350.80
1907	43,500	62,713.50
1908	39,861	54,101.65
1909	41,081	60,808.65
1910	43,142	65,428.70

Bank clearings for five years, including the year of San Francisco's great disaster and the sudden influx of a large proportion of its population to Oakland were as follows:

1906	\$120,853,866.83
1907	140,418,038.98
1908	76,847,792.99
1909	96,527,038.09
1910	157,480,838.92

\$592,126,975.81

The bank clearing record of Oakland is simply marvelous, for 1909 exceeded 1908 by 40 per cent and 1910 exceeded 1909 by 60 per cent, or an increase of over 100 per cent over two years ago and exceeding the enormous volume of business by seventeen million during 1907, the highest year of Oakland's history, when San Francisco's heavy business houses were doing their clearings in Oakland, or, in other words, when Oakland was actually housing one-half the entire population of San Francisco. It is simply amazing and accounts for the wonderful 1910 annual statements of our local banks. From one of our banks its showing is over twenty-one million in assets, one million greater than at the time of the 1906 period, when San Francisco refugees swelled its deposits and later drew over five million back to San Francisco for rebuilding, and with another Oakland bank showing a growth in assets in eighteen months of over five million and with every bank in Oakland and Alameda county making the same similar records, gives this county now total gross banking assets of upwards of sixty million dollars, of which Oakland is the pivotal center.

	Number	Receipts
1906	4,832	\$7,690,195
1907	4,507	8,243,908
1908	8,614	6,820,562
1909	3,286	5,318,512
1910	3,945	6,695,786

Total 20,184 \$34,269,038

That one may grasp this wonderful growth, a comparison with San Francisco, "the financial center of the West," from 1855 to 1900, inclusive, is here made. San Francisco was as follows:

1855	\$ 5,639,942
1856	6,621,442
1857	4,203,900
1858	3,490,603
1859	4,732,748
1860	6,890,705
1861	7,437,562
1862	14,289,938
1863	14,984,514
1864	16,916,118
1865	20,111,861

It is here shown that Oakland's normal growth today is five per cent greater than San Francisco's was ten years ago. Now, if Oakland maintains the same ratio of development as San Francisco for the next five years, of which development every Californian is familiar with and which was a splendid record, Oakland should build as follows.

1911	\$ 7,437,562
1912	14,289,938
1913	14,984,514
1914	16,916,118
1915	20,111,861

Put to the student of history, Oakland today and the most conservative men place Oakland building development at one hundred per cent increase, for this city stands today with future fully as great as San Francisco did in 1902, when that city doubled its building record over the year 1881.

It is a known fact that Oakland has been held back on account of its water-front litigation, title to which has just been awarded and development of which has during this year 1911 just begun, has given to this city a business significance beginning to be standardised, in the estimation of the business world. In truth, it may well be said that Oakland, California, is just becoming known as one of the important cities of the United States.

Note herewith the advance of Oakland's rank in position of population:

1890, with 48,682, Oakland ranked as the fifty-ninth city of America.

1900, with 66,960, Oakland ranked as the fifty-sixth city of America, an increase of 37 per cent.

1910, with 150,174, Oakland ranks as the thirtieth city of America, an increase of 123 per cent.

In value of new construction, Oakland, with its \$6,695,786, in 1910 ranked as the twenty-fourth city, and with its 2945 permits in 1910 jumped to fourteenth in position of cities.

Note that 20,184 buildings, costing \$34,269,038, have been built within five years. Twenty thousand buildings, as figured by municipal experts, of five people per building, shows a growth of over 100,000 people in this period. Note here an average of increase in population of 20,000 per annum and the 1910 record of 3945 permits shows that Oakland is also maintaining its wonderful growth of 1906 and 1907, when the enormous volume of building was forced upon Oakland during the time of San Francisco's habitation here, when two cities were living in and housed in one. Those were remarkable times for Oakland.

Oakland is a big city today—a hundred points larger than fifty per cent of its own people realize, and yet we go along in our quiet, home-like way, while 90 per cent of the people of the United States are just beginning to find out there is an Oakland, California; that it is on the east side of the San Francisco Bay, on the land side of the continent where railroad meets the ship, and that Oakland has won its famous title to its water-front and that it immediately took steps to develop it. They have found that the big railroads built and are building to Oakland; that others have already secret plans for almost immediate entrance to Oakland; that others are known that must extend their lines here—all of which is destined to make us the railroad center of the Pacific Coast, to say nothing of one of the finest electric street railway systems to be found in any city, with facilities for the manufacturing of Oakland of its own cars; with two suburban electric ferry systems unequaled by any city, carrying upwards of forty million passengers annually.

One railroad, the Southern Pacific, brought in 625,828 colonists in these ten years, or 70 per cent of the total increase in population during the ten years. Oakland, California, while it owns the water-front, is really the trustee for not only the people of our city and of our State, but the entire Pacific Coast and National Government, for it is on this bay that there will be duplicated every activity of trade and commerce that has been, that is today, or ever will be, enacted in the harbor of New York, for on the San Francisco bay is growing the third city and community of this nation.

Oakland and the east side of the bay, therefore, is a national and international factor, where on its shores nature has given the natural, physical conditions and

position for the handling of the national and international commerce of the two hemispheres.

With these facts of normal growth and condition, there can be no doubt when I say that the real estate conditions in and around Oakland during the year 1910 were most satisfactory to the conservative owners and real estate agents and all classes of property selling with reasonable activity.

There has been a marked increase in inquiries from strangers and new comers to the State. A record of recent sales and inquiries at the sales, rental and lease counters average 50 per cent of new-comers. These new people have posted themselves in California in general and finding the favorable impression throughout the State regarding Oakland they are remarkably quick to act in investing. This we can only account for by the numerous statements from investors that they had investigated many of the coast cities and favored Oakland and the San Francisco bay section as the best possible field of activities and commercial opportunities.

Business property is in splendid demand. It is now becoming a recognized fact that Oakland's business area is far behind in its growth as compared with the unexampled residential growth. Central business stores cannot be had only at a premium and all modern office buildings are filled, so that Oakland faces the situation of 1911 in a most enviable manner, assuring every new business building constructed a tenant.

No better illustration of the great expansion of business of the Oakland of yesterday to the Oakland of today than in the big, modern department stores recently finished and occupied and the immediate success of their trade-drawing capacity. It is also attracting many new merchants here, together with the annual increase of twenty thousand new population on the east side of the bay, of which Oakland is the natural trading center, necessarily expanding the business center, and has every indication of making a splendid and profitable real estate market here for 1911.

The most important factor to Oakland and its entire commercial and manufacturing interest is the announcement by the Mayor and the Board of Public Works that within less than six months the wharves immediately adjoining the broad gauge mole on the north will be completed, which will afford coastwise vessels, river and bay craft to take on and discharge passengers and freight on the western water-front, thus placing Oakland for the first time in its history as a port of call and establishing direct water communication with the maritime world.

Then let the reader ask the question, if Oakland has grown to its present financial, commercial, industrial, railroad and general traffic importance without the uses and benefits of this natural endowed facility, what will its future growth and development importance attain?

IN CASE OF SICKNESS.

The provision for the sick in the nation. The institution which can do the greatest amount of good to the greatest number of people is the one which is destined to survive and demonstrate the feasibility of its methods. Life insurance has its merits and accomplishes a great amount of good. It serves as a protection for the family, yet its benefits are of an indirect nature since it requires death to reap the reward.

Another kind of insurance is rapidly becoming popular, which is destined to do more directly for the individual than the old time policies. Technically it is known by another name, still it embraces the idea of protection, adding the new feature of self-preservation. Associations are being formed all over the country to take care of the sick, paying their doctor bills and hospital fees. The premier institution of this kind is the North American Hospital Association, with offices in every city of importance from San Diego to Vancouver, B. C., including San Diego, Los Angeles, Bakersfield, Coalinga, Maricopa, Oil Center, Taft, Seattle, Portland, Tacoma, Bellingham and Everett.

While the association operates on strictly a business basis, it is accomplishing results which should commend its purposes to the public in general. There are any number of people who do not care to leave a legacy, who desire protection when it can be of definite personal value. Paying doctor bills and hospital fees have often been a source of inconvenience, and it is not an infrequent occurrence that people who live within their means become objects of charity, and are subjected not only to humiliation, but to actual want.

The Hospital Association has been conceived for such emergencies and provided for such cases. It isn't a bad idea to become a member of one of these associations if the concern is reliable. The North American Hospital Association, the largest in the field, is one which is composed of reliable people who do what they promise. This concern is mentioned because it is of known value and has a large membership in Oakland and San Francisco. Within the last two years it has written something over twenty thousand protective agreements.

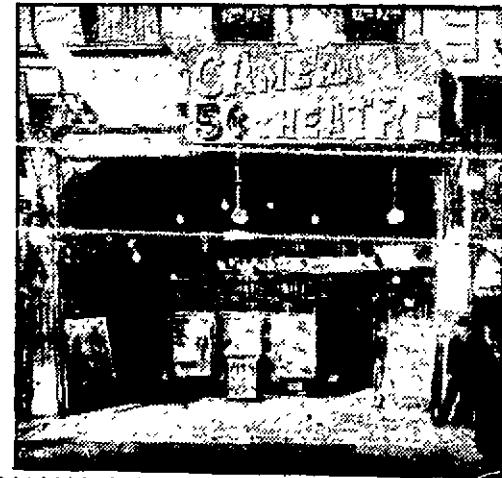
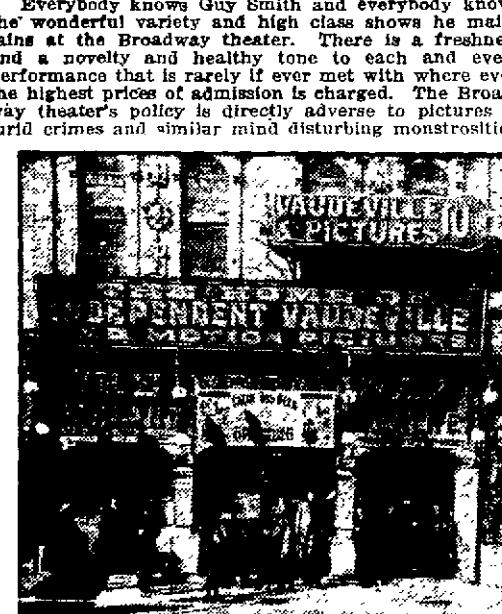
The plan is as follows: An agreement from the association to pay all expenses of its members in case of sickness, including medicines, doctor bills and hospital expenses. The terms are on the basis of a monthly consideration, and the rates are sufficiently small to make it practicable for the person working on a salary or for wages. The average man who likes his ease shrinks from any responsibility which entails an outlay, but it makes even the most improvident pause to speculate and consider the value of a plan which provides for expenses in case of sickness.

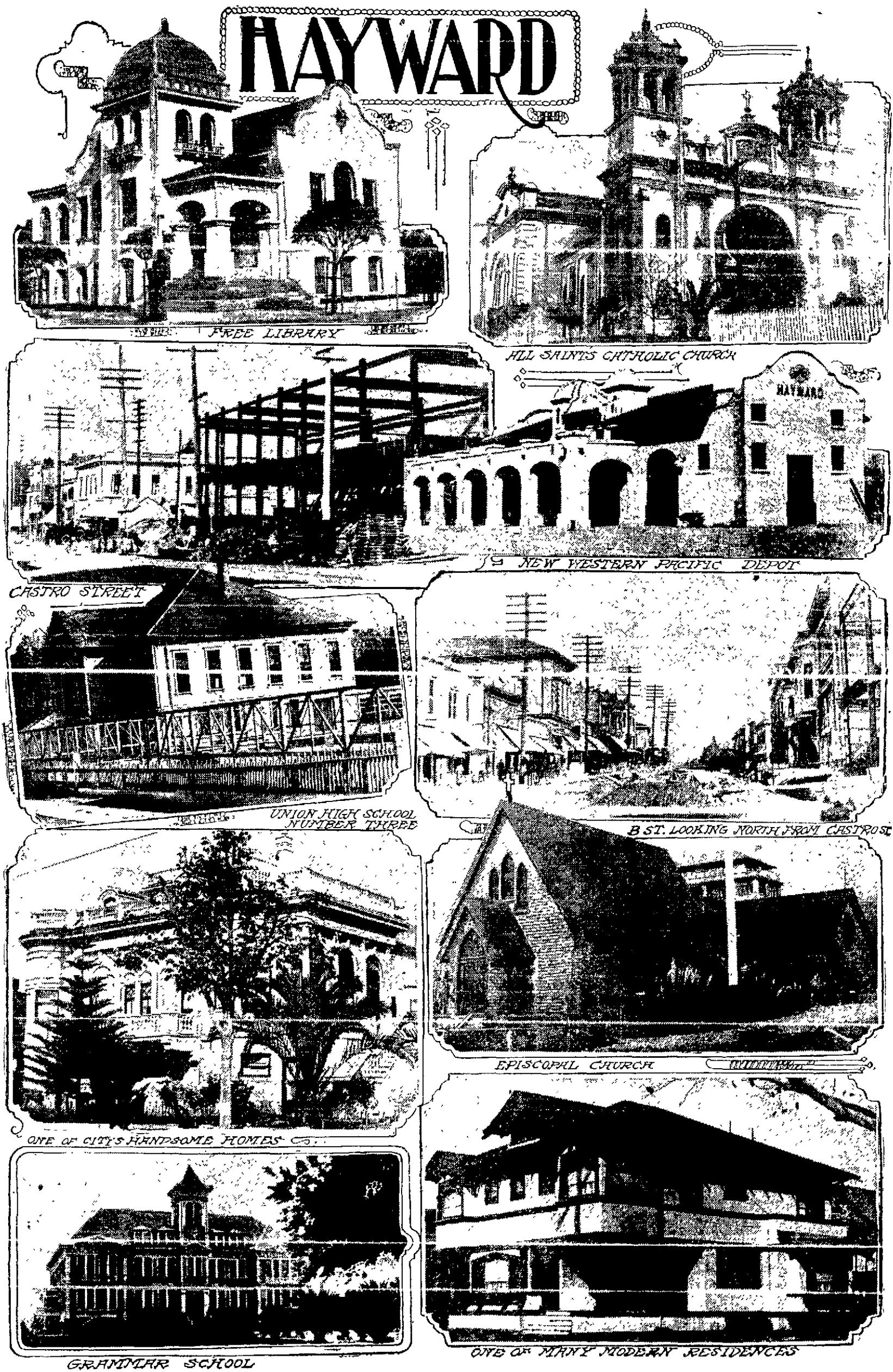
For this reason it is entirely proper that the cause of an institution similar to the North American Hospital Association should be championed by right thinking people.

ample and sufficient humor and clean fun for all, it is safe to say that any adult who spends fifteen cents in Mr. Smith two theaters, or any child who spends ten cents in the same amusement houses get more real value for their money than can be found for any similar expenditure elsewhere.

The Broadway and Camera theaters are both absolutely fire-proof, and have so many exits that the most nervous need have no apprehension of a catastrophe. There are always plenty of good seats for everyone; in fact, there is not a poor seat in either theater, all having the same unobstructed view of the stage. Drop in some afternoon or evening to see for yourself.

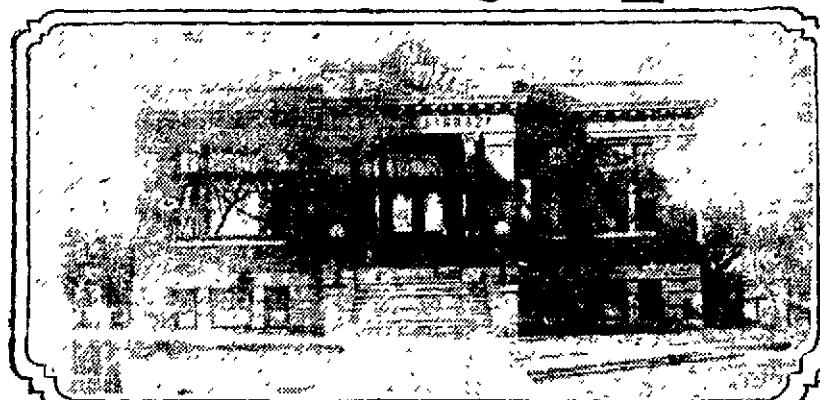
During 1910, 957,595 cases of fruit and vegetables were canned in Alameda county, representing a value of \$1,916,190.



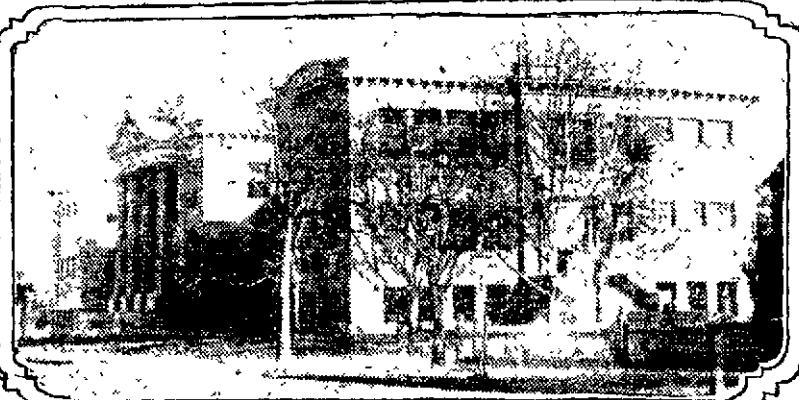


Wonderful Strides Made in Development of Rich Section

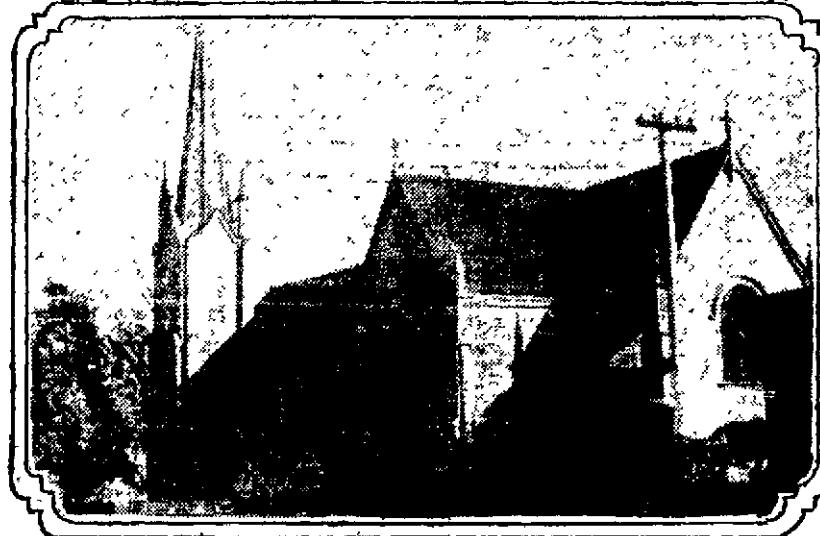
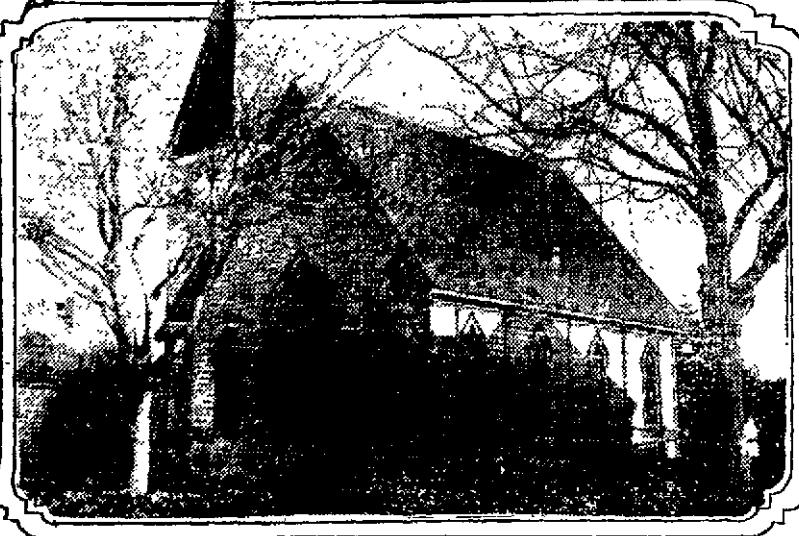
• • • SAN LEANDRO AND ELMHURST • • •



SAN LEANDRO PUBLIC LIBRARY, SAN LEANDRO.



SAN LEANDRO GRAMMAR SCHOOL.

ST. LEANDRO'S CATHOLIC CHURCH
SAN LEANDRO.

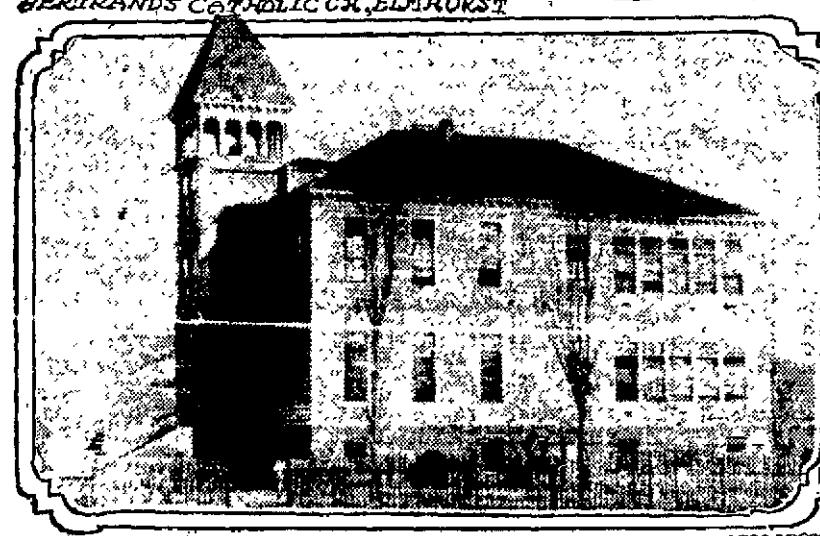
FIRST PRESBYTERIAN CHURCH.



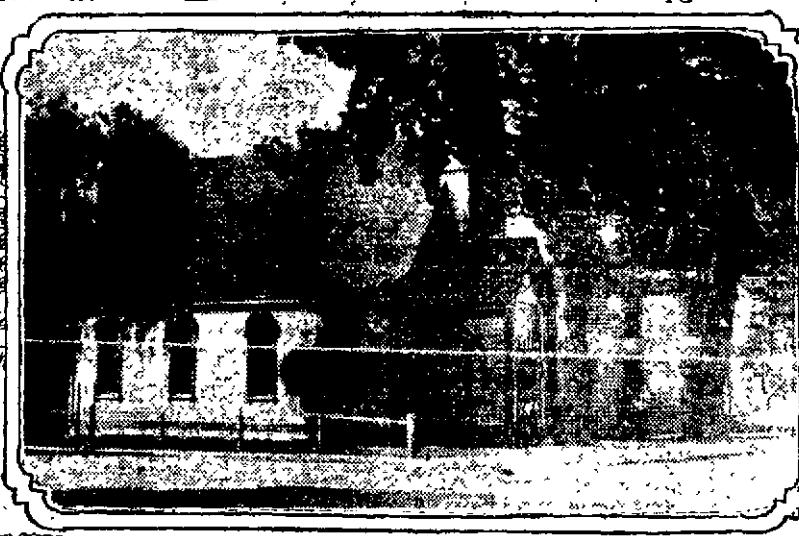
ST. LOUIS BERTRAND'S CATHOLIC CH., ELMHURST.

ST. MARY'S CONVENT,
SAN LEANDRO.METHODIST CHURCH,
SAN LEANDRO.

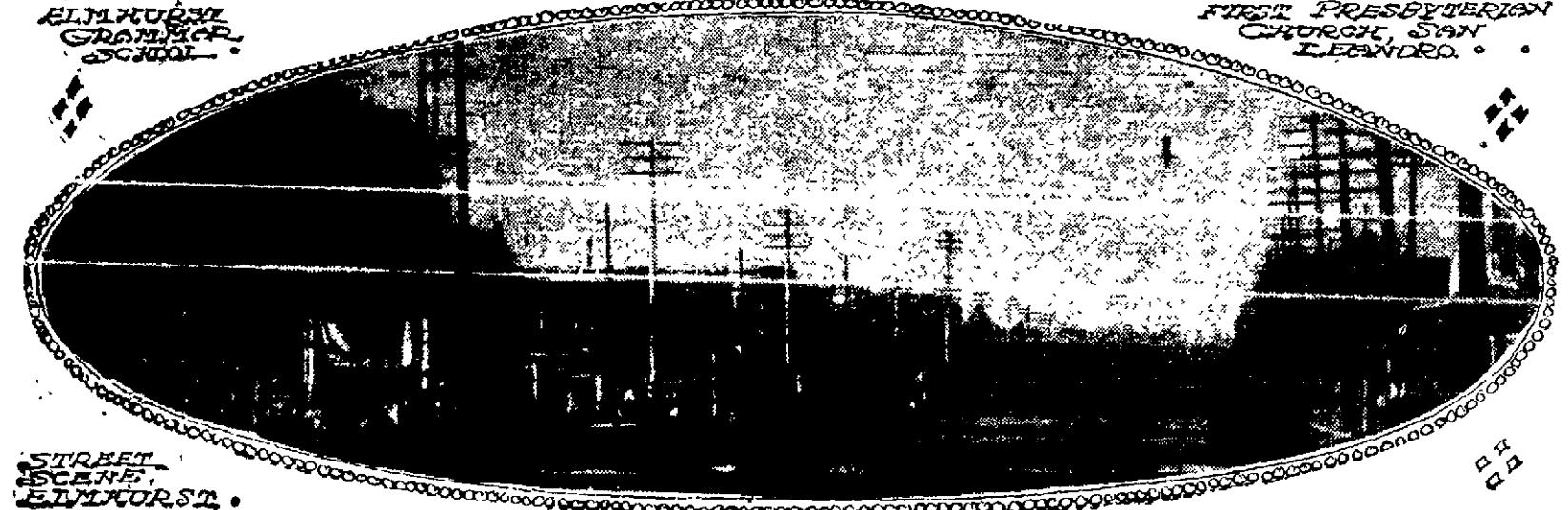
SAN LEANDRO RESIDENCE



ELMHURST GRAMMAR SCHOOL.



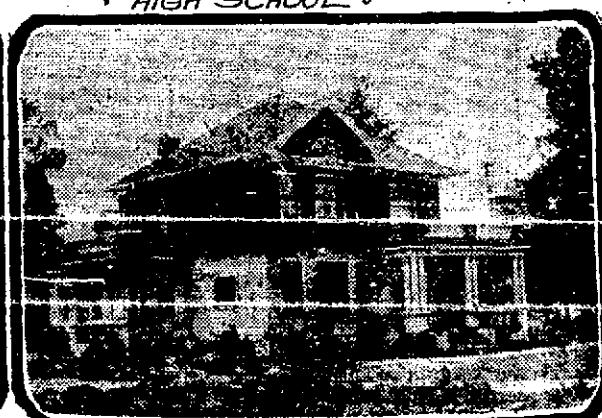
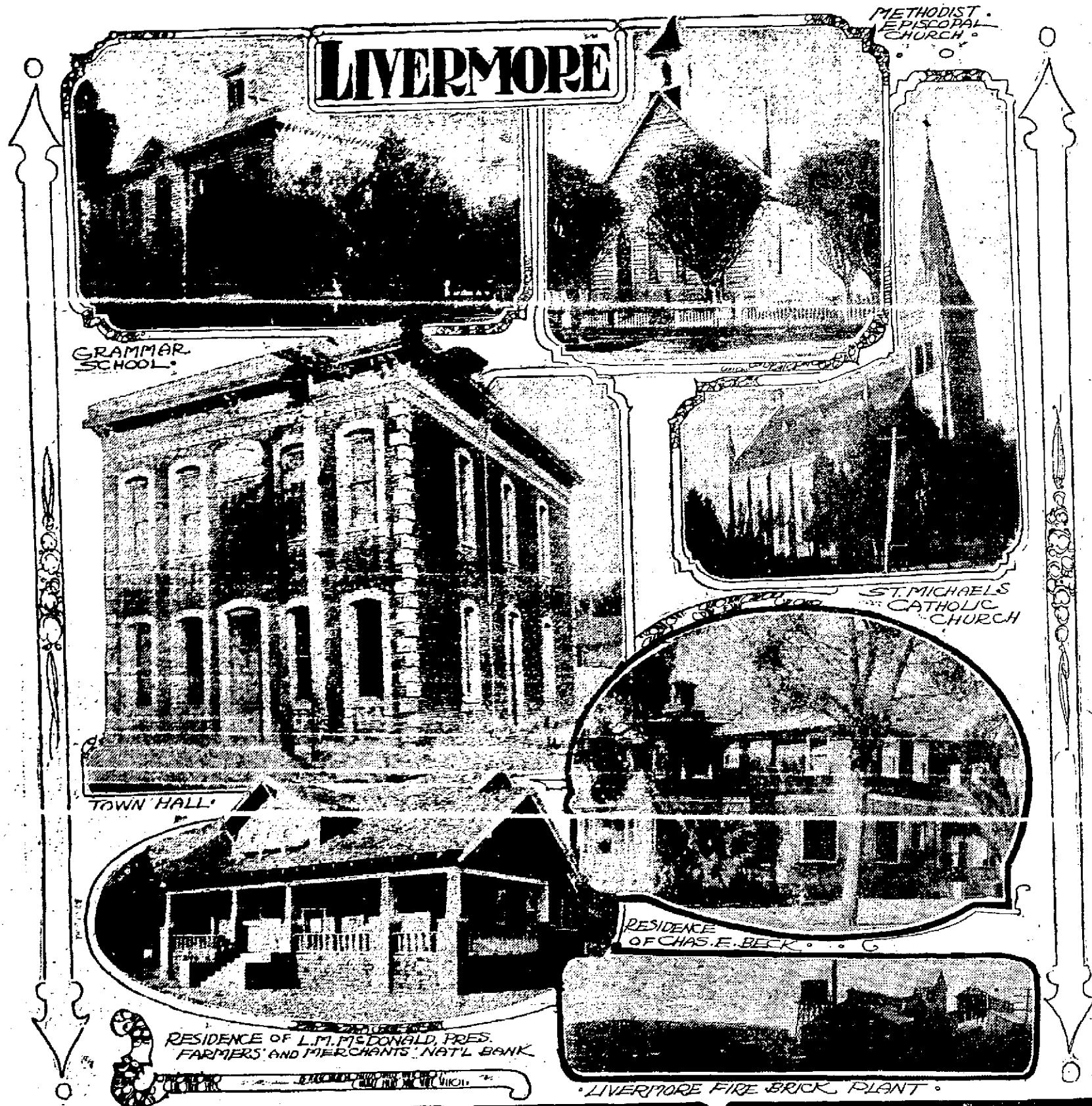
FIRST PRESBYTERIAN CHURCH, SAN LEANDRO.



STREET SCENE ELMHURST.

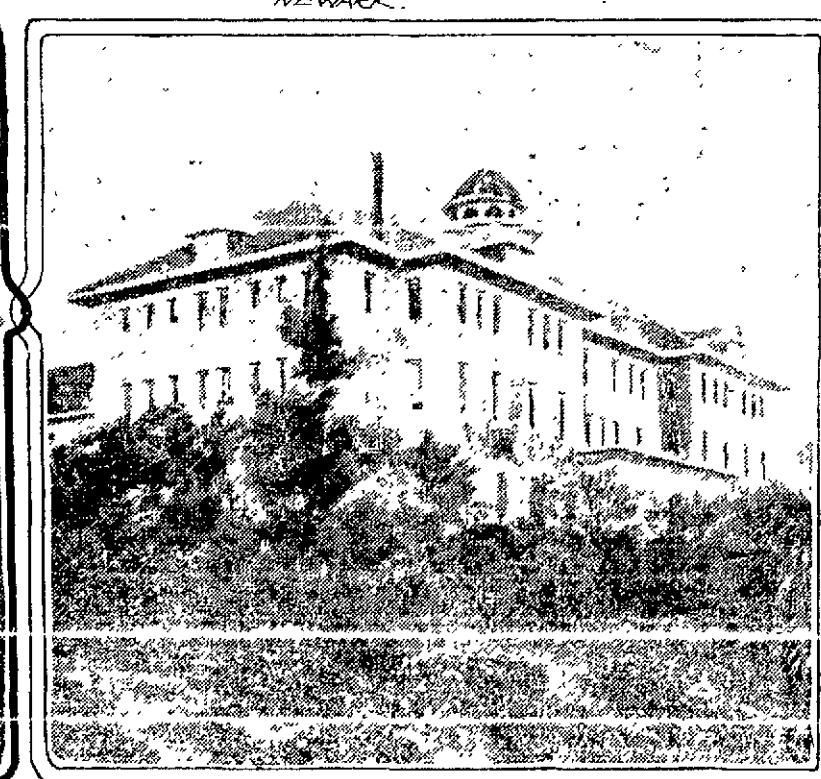
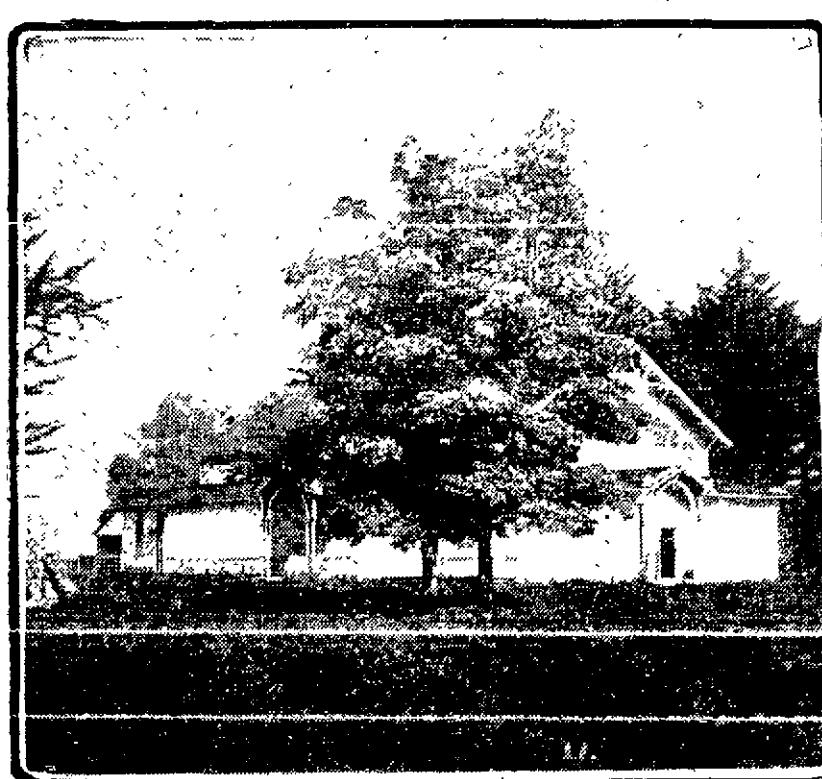
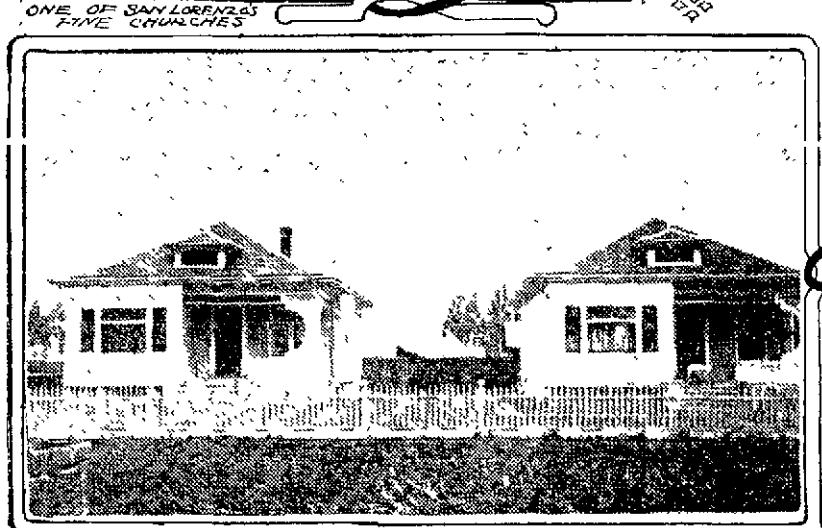
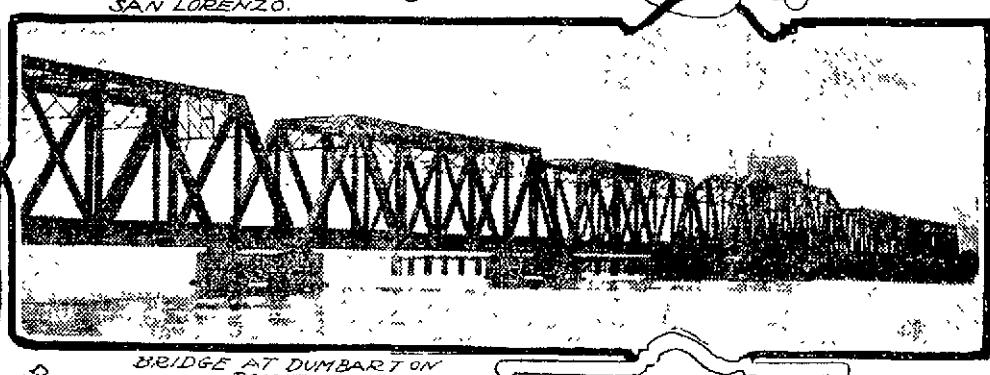
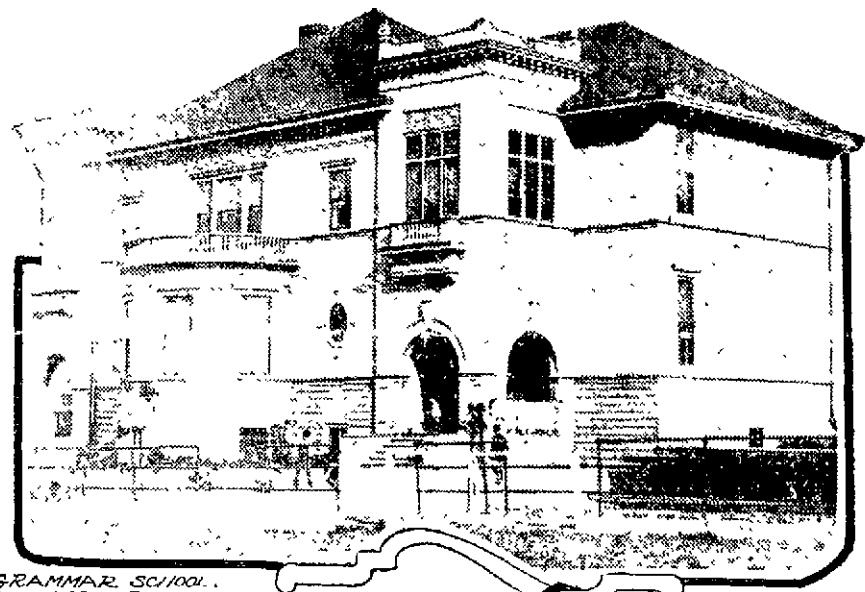


Fertile Valley That Has Boomed and Built a City



Agricultural Resources Have Done Their Part in Building City

San Lorenzo, Newark, and Decoto



Bustling Business Centers That Are Credit to the County

OAKLAND TRIBUNE.

OAKLAND TRIBUNE.

OAKLAND'S CHIEF PROMOTERS

THE REALTY SYNDICATE THE CONCERN THAT HAS DEVELOPED
THE EAST BAY REGION



UNITED PROPERTIES COMPANY PLANS GREATER DEVELOPMENTS

THE
REALTY
SYNDICATE HAS
THOUSANDS OF
ACRES OF UNDEVEL-
OPED SCENIC
RESIDENTIAL
PROPERTIES

PROUD OF ITS ADVANCE

Berkeley's Growth Along Conservative Lines Means Steady Advancement--Credit Charter System As Cause For It

By MAYOR BEVERLY L. HODGHEAD



BERKELEY emerged from the recent census unharmed and unscathed. Its estimated population was 40,000. The census marshal reported 40,131, which gives Berkeley the fifth place in population of the cities of the State, making a net increase of about 27,000, or 206 per cent. This rather unusual growth which the city has experienced during the past decade is due to various reasons, but attributable principally, no doubt, to the fact that it is the educational center of the State, and it is a city which offers an attractive place of residence, is within easy distance from San Francisco and has good transportation facilities for reaching that city. It is also free from many of the conditions prevailing in some cities which make residence undesirable and administration of public affairs expensive. There

has been a large development in the manufacturing industry in the western part of the city and wide expansion of business in other portions. The attendance on open schools in Berkeley is out of proportion to the usual percentage of attendance compared with population, due, no doubt, to the removal to this city of families from various parts of the State for the purpose of schooling their children here.

The effort of the freeholders in preparing the charter for this city, which was adopted about two years ago, seems to have stimulated an active movement in charter making in California, and has had material influence upon the character of municipal government throughout the State. Oakland has honored Berkeley in adopting many of the features in its charter. San Francisco, while not framing a new charter, has adopted the provisions of the Berkeley plan relating to elections. Large interest has been manifested by other municipalities in California, and most of them are amending or reframing their charters along the lines of the Berkeley system.

The most distinctive feature of the Berkeley charter is the one which originated the majority requirement for election of officers with the provision for possible choice at the first election. This is the feature which San Francisco has adopted and which Oakland did not.

Modesto has already adopted a similar charter which is now awaiting the ratification of the legislature before it becomes effective. Other cities are either preparing charters or their citizens are agitating the question with a view to securing such action. Santa Cruz, Monterey and Vallejo have each elected a board of freeholders who are preparing a charter along the general lines of the Berkeley plan. Sacramento, through a committee of twenty-nine citizens appointed by the mayor, has drafted a very excellent form of charter, which may not, however, be ready for action by the coming session of the legislature. San Bernardino, through a similar committee of sixty citizens, has drafted some amendments to the charter of that city embodying some of the features of the Berkeley plan. In Stockton and Long Beach a determined effort has been made, but without success, to induce the city council to call an election for a board of freeholders.

Charter movements are in progress in more or less active form in Petaluma and other cities.

The citizens of Tacoma and Colorado Springs have each adopted the same system of elections provided in the Berkeley charter, and many other cities, particularly in the Northwest, are remodeling their charters along this plan, indicating that the system devised by the Berkeley Board of Freeholders has met with some favor throughout the municipalities of California and other states.

GIGANTIC FINANCIAL CONCERN PLANS BIG THINGS.

United Properties Company Will Expend Millions in Oakland and Vicinity.

The close of the year 1910 was marked by the filing of the articles of incorporation in the State of Delaware of the most powerful corporation ever organized for the development of California interests, excepting that of the Southern Pacific Company, namely, that of the United Properties Company, with a capitalization of \$200,000,000. All of the incorporators are Californians and all of the interests combined in the company are California properties. The incorporators are F. M. Smith, William S. Tevis, R. G. Hanford, W. R. Alberger, Gavin McNab and Dennis Searies. The interests of which the United Properties Company is the holding organization are the Oakland Traction Company, which controls all the street electric railways serving the three cities located on the eastern shore of San Francisco Bay and their suburbs; the San Francisco, Oakland and San Jose Electric Railway and its transbay ferry system, popularly known as the Key Route, and the vast acreage of water-front lands adapted to commercial and industrial uses, and urban and suburban residence property, all of which are vested in F. M. Smith, and the water-producing lands and hydro-electric power sites owned by William S. Tevis in the Sierran basins of the Tuolumne and American rivers, and in the main streams which rise on the flanks of Mount Hamilton in the inner Coast Range of Santa Clara County.

R. G. Hanford and Gavin McNab represent the foreign interests that have financed the corporation with unlimited capital to develop the properties which have been placed under its control. The other members of the directorate represent the interests of Frank M. Smith merged in the holding company.

On January 13th the directors named in the articles of incorporation of the United Properties Company organized by the election of the following officers: Frank M. Smith, president; William S. Tevis, first vice-president; R. G. Hanford, C. B. Zabriskie and W. R. Alberger, vice-presidents; C. B. Zabriskie, treasurer; F. W. Frost, secretary and Gavin McNab, general counsel.

The object of the merger is the reclamation of the large area of tide lands owned by the Realty Syndicate on the western water-front of Oakland, the construction of wharves for deep sea commerce on the fifty-year leasehold frontage on the northern side of the Key Route basin held by the San Francisco, Oakland and San Jose Railroad; the extension of the latter electric railway system to Santa Clara county to the south and to Sacramento to the north, and later to other points; the development of the Sierran water-power resources and the water supply sources of the Bay Cities Water Company, and the opening up for settlement of the urban and suburban properties of the Realty Syndicate, which extend along the flanks of the Coast Range from the county line north of Berkeley to the neighborhood of Hayward.

These undertakings involve the expenditure of vast sums of money, all of which will inure to the benefit

of the city of Oakland, as well as to the profit of the big corporation. The reclamation of western water-front lands and the building of wharves on the Key Route basin, which is to be the first enterprise to be developed, will cost at a low estimate \$5,000,000, and this work is to be started at once. The extensions of the San Francisco, Oakland and San Jose intercounty system will absorb many millions more, and the development of the water supply and hydro-electric power sources still greater sums. The water supply system is designed to meet the wants of the cities located on the shores of San Francisco Bay and intermediate communities along the pipe-line and the hydro-electric sites are to be utilized to supply power for the operation of the railway systems merged in the corporation and to serve the industries which are expected to be located on the reclaimed water-front lands with light, heat and power.

The carrying out of the various projects embraced in the plans of the United Properties Company contemplates making Oakland the most important commercial and industrial and the most populous city on the Pacific Coast.

LEADERSHIP IN RESIDENTIAL DEVELOPMENT.

Company That Has Successfully Promoted Big Schemes.

One of the most noticeable features in connection with Oakland is her leadership in the development of modern residential subdivisions. No other city of the size in the United States can show the prospective homeseeker a greater number of beautiful home building communities than are found scattered in and around Oakland.

"We can all take lessons from Oakland when it comes to developing subdivisions," said a prominent San Francisco real estate man after a ride through the winding boulevards of the parklike tracts that adorn Lake Merritt and the hills of Piedmont and the outlying districts of North and East Oakland—and he was right.

The pioneers of this business were Breed and Bancroft, who developed Elmwood Park, the Santa Fe tracts, Steinway Terrace and many other similar properties. Later on these same men, through their successors, the Frank K. Mott Company, evolved Broadmoor and Grand Avenue Heights.

The Frank K. Mott Company, by the way, deserves the credit for the development of Eastlawn, the first piece of high class Oakland residential property on East Fourteenth street to be offered at moderate prices with adequate building restrictions.

At the present writing Grand Avenue Heights and Eastlawn are attracting the greatest interest. The former occupies a magnificent location in the vicinity of Lake Merritt, commanding a glorious view of the lake and directly overlooking the finest of Oakland's new municipal parks. Lots can be had here for about \$40 a front foot, including all the latest substantial wrinkles in modern street improvement.

Eastlawn is divided into 85-foot lots, some of which sell for as low as \$18 a front foot, including street work. This tract is destined to develop into a neighborhood of quaint and artistic bungalows and is rapidly becoming one of the most attractive of Oakland's home communities.

Booklets and general information in relation to these and all other suburban residential properties can be secured by addressing Breed & Bancroft, or The Frank K. Mott Company, 1060 Broadway, Oakland.

Milan & Dan

NINTH NEAR BROADWAY.

French Restaurant and Cafe.

Our French Dinners are Unexcelled.

Meet your Friends Here. Best Service.



RESIDENCE OF FRANK J. WOODWARD, 2302 PIEDMONT AVE.

Hot and Cold Water in Every Room

Steam Heat—Elevator Service

STUDIO HOTEL

FURNISHED ROOMS SINGLE OR

EN SUITE

Key Route and S. P. Terminus

BERKELEY, CAL.

Phone—Berkeley 4929

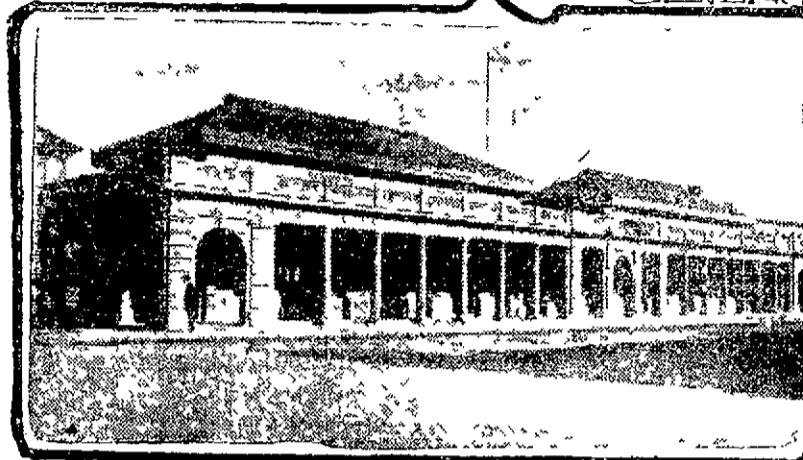
R. M. DIBBLE, Proprietor.

Shattuck, at Addison

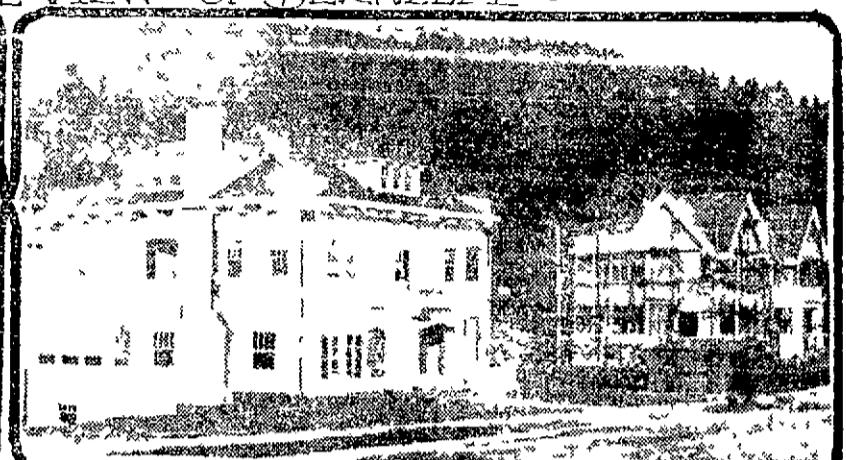
BERKELEY



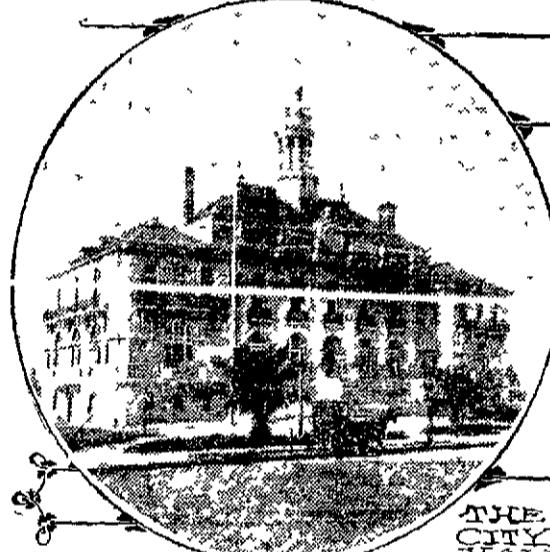
GENERAL VIEW OF BERKELEY.



SOUTHERN PACIFIC DEPOT



BEAUTIFUL HOMES AGAINST A VERDANT HILLSIDE.



THE CITY HALL



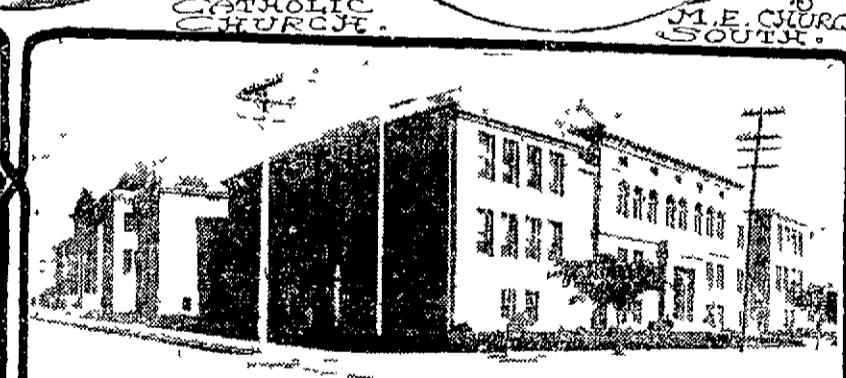
ST. JOSEPH'S CATHOLIC CHURCH.



M.E. CHURCH, SOUTH.



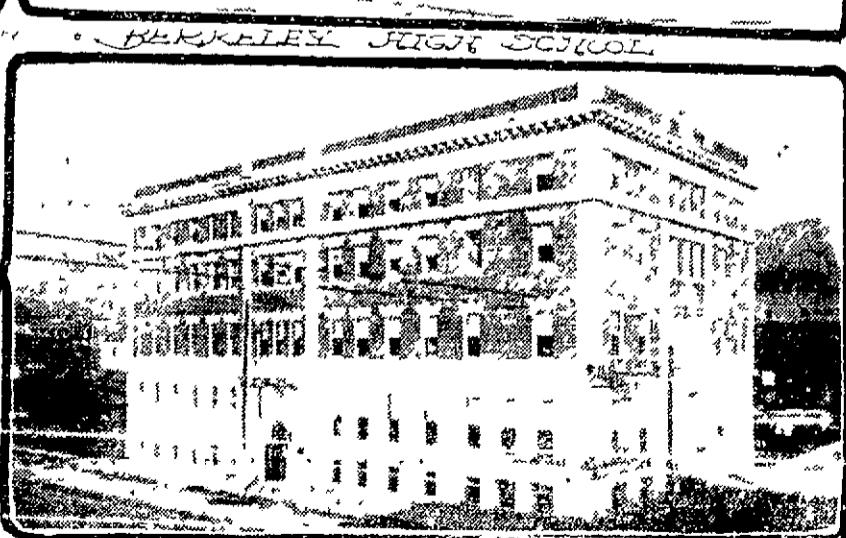
PUBLIC LIBRARY



BERKELEY HIGH SCHOOL



FIRST PRESBYTERIAN CHURCH.



BERKELEY Y.M.C.A.

Healthy Growth Marks Onward Steps of the University City

MANY IMPORTANT BUSINESS INTERESTS

OAKLAND'S CLUB LIFE.

THE hospitality of the people of California is world wide. The stranger within the gates of any of the cities of the state is welcomed and entertained. Oakland has several large clubs, which as is the rule in all sections, are representative of the different elements of the male population.

There is the Athenian club, which numbers among its members all of the staid citizens, professional men and the captains of finance. It has entertained some of the greatest men of the country, and is noted for its hospitality and good cheer.

The next in importance in the list of social clubs is the N.I.C. club, which is patronized more by the younger set and the business men. It is noted for its high class entertainments. This club recently purchased its own home and transformed the residence of a millionaire into an ideal club home. The Athenian

club have also just announced that they have completed negotiations for the building of a new home to cost \$300,000 just opposite the new Bankers' Hotel. The Elks have one of the most prosperous clubs in the country, and are active in all affairs which are to the betterment of the city. Several of the women's clubs own their own buildings and are all in a flourishing condition. More in detail of their institutions and work is told elsewhere.

BERKELEY'S LARGEST FURNITURE STORE.

In writing of Berkeley and its various institutions there is one concern that could be written about in a favorable way for hours, but for the lack of space we will only call attention to the firm of Durgin & Gompertz, located at 3180 Shattuck avenue.

At this store will be found a large and complete line of Furniture and House Furnishings, ranging in quality and prices to suit all tastes and conditions.

The quarters occupied comprise over 11,000 feet of floor space and are stocked to the utmost capacity with furnishings for the parlor, library, hall, sleeping chamber, dining room and the kitchen, whether it be a cosy cottage or a more pretentious structure.

The excellent reputation and liberal patronage of the house, has been built up by reliability of representation, the honest equivalent offered, and by a thorough knowledge of the business, which secures for patrons the best values.

The magnitude of the stock in the different lines insures an easy choice for the patron, and the fact that the goods are the production of the leading factories of the country, and will compete in prices with any store of the kind in San Francisco and Oakland, makes the establishment of Durgin-Gompertz Company not only a creditable and enterprising business institution, but one that fully deserves the patronage of Berkeley people. Messrs F. W. Durgin and Walter A. Gompertz, the executive heads of the establishment, are business men of high standing and are ever ready to aid in helping to advance Berkeley.

The Secret of Your Success

Secure a thorough, practical business training, such as we give, thus becoming a capable, valuable office assistant. It will treble your earning capacity and your chances for promotion are assured. The graduates of

Berkeley Business College

(whose excellent motto is: Be Good; Do Good; Make Good) secure—and hold—the best positions.

If you are ambitious, join us NOW! Now spelled backward means success! Let us make your interests ours and let our interests become yours, for your success means our success.

Interest in our students does not end when they graduate, but only increases.

There are more calls for our graduates than we can fill, an evidence of the superiority of the training we give.

Berkeley Business College

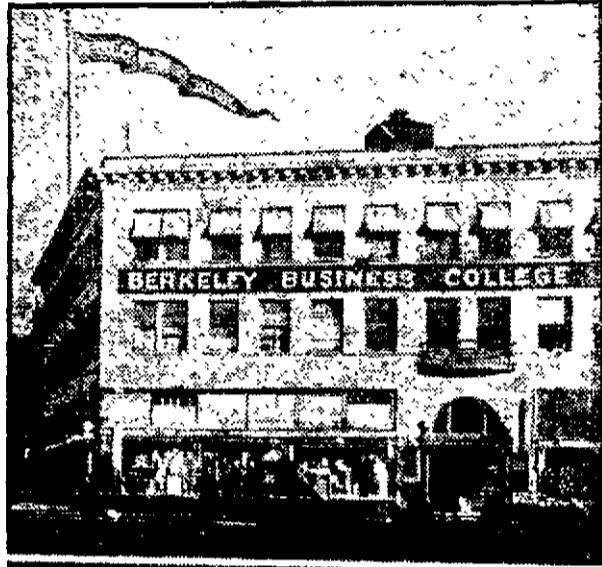
High-class multigraph and typewriting work a specialty.

Z. P. SMITH, President; A. E. RODMAN, Secretary.

If you can't possibly attend during the day, join us in the evening.

Alameda County's Representative Business College

conceded to be the Business University of California, and a fact is worth tons of argument. Over 200 students enrolled this year.



The Secret of Our Success

Every graduate pleased and placed, because: In addition to giving as thorough courses in book-keeping, shorthand, touch typewriting and preparatory coaching as ANY school ANY where

Berkeley Business College

(the school that "made good" because its graduates "make good") offers a valuable course in Business Management, which alone is worth the entire cost of tuition.

Experienced, capable business men in charge; best and latest texts; special attention given backward students; shortest possible time in graduating, as individual instruction is our specialty.

Berkeley, on account of its environs, is the ideal place to send your boys and girls for a business training. A personal call will convince you that

Berkeley Business College

Is an ideal school in an ideal location, Shattuck Ave., at Center St. Phone -B-4938, B-2262.

Write, phone or call for illustrated catalog and brochure entitled, "Take the Express."

"The Story of a Berkeley Home"

A Beautiful Souvenir Berkeley Booklet Mailed Free

Our Souvenir Booklet

A short time ago we published a large edition of what is possibly the most beautiful and entertaining booklet ever produced in this locality. It tells the story of a young eastern couple, just moved to California, and recounts their trials and tribulations in the hunting of a home.

You will find this booklet interesting to read for yourself, and appropriate to send to your eastern friends as a holiday greeting from California. It is finely illustrated in color, and is in all respects a noteworthy production of the printer's art.

Though intended as a souvenir of our Berkeley residence tracts, together known as NORTHBRAE PROPERTIES, at the same time this little book is in no sense an ordinary advertisement.

This booklet was published as a gift book for our Berkeley clients. We have several hundred of them left, which we shall be glad to distribute to readers of THE TRIBUNE.

Cut out the blank form at the bottom of this page; paste our address on one side of a postal, and on the other side the address to which the booklet shall be sent.

If you want an extra copy as a souvenir gift to friends, let us know either now or after you receive your own copy, and we will send it to you ready for mailing.

To reach NORTHBRAE PROPERTIES take any car to Berkeley, and at the end of the line at Berkeley Station transfer to the NORTHBRAE car. Or call at our office and make use of our automobiles.

Mason-McDuffie Company

Corner Shattuck and Addison, Berkeley

Telephone - Berkeley 200

Home Phone F-2121.

Paste on address side of postal or envelope

Paste on back of postal or enclose in envelope

Cut off along the dotted lines below.

BERKELEY BOOKLET DEPARTMENT

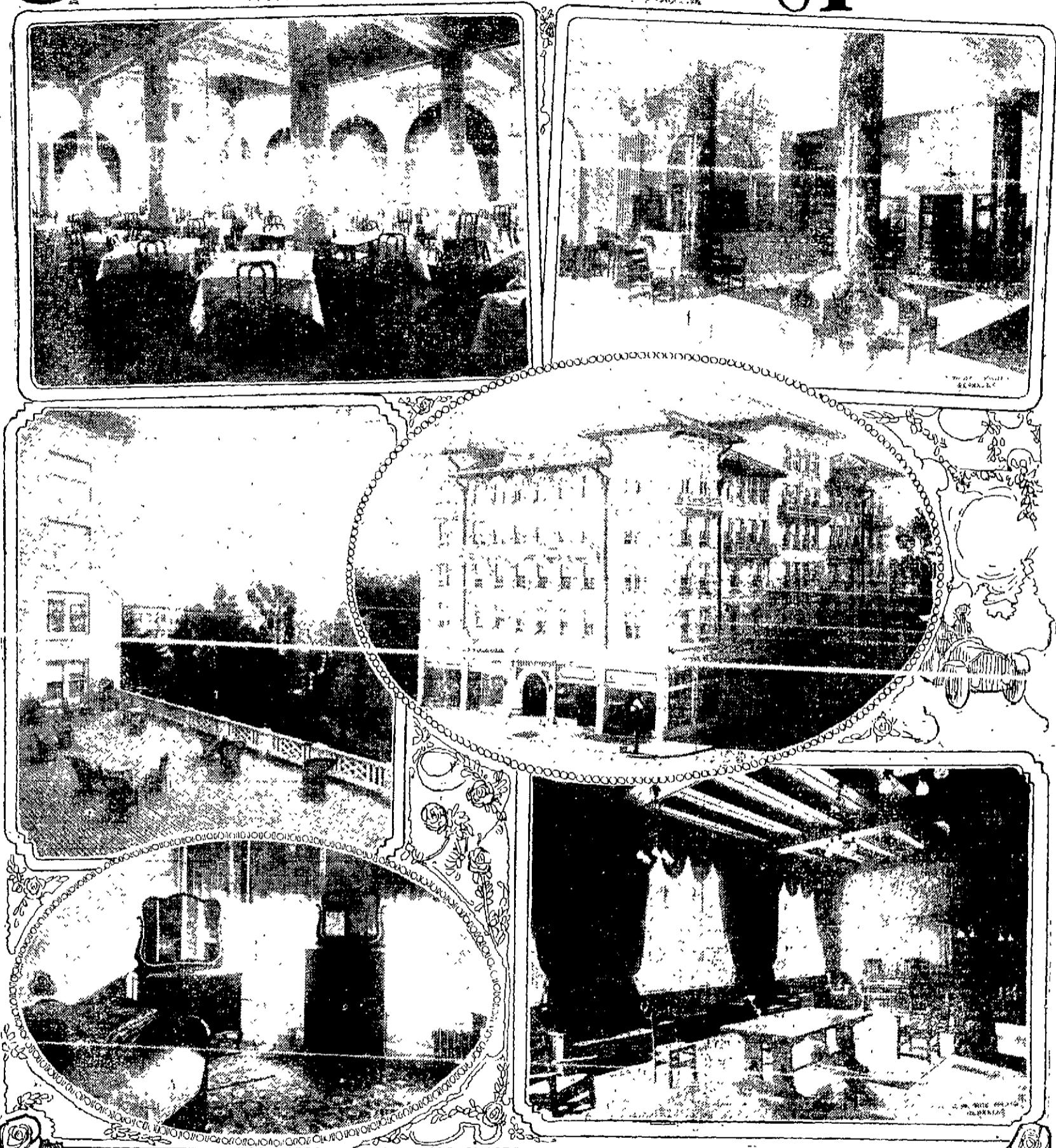
Please send copy of "THE STORY OF A BERKELEY HOME"

Care Mason-McDuffie Company

to Street, Cal.

Berkeley, Cal.

BERKELEY'S NEW FIRE PROOF HOTEL



The latest addition to Alameda county's list of hotels is the new fire-proof Hotel Shattuck, located at the corner of Shattuck avenue and Allston way, Berkeley. This is the most beautiful, most comfortable and most home-like hotel on this side of the bay. It is in an ideal location, close to the suburban trains, thirty-five minutes from San Francisco, one block from the University of California and has an elevation of 184 feet.

At the new Hotel Shattuck one is within easy reach of the business, theatrical and all social centers and yet breathes the pure, cool air of beautiful Berkeley. The Shattuck is under the management of Noah W. Gray, who has been in the hotel business many years, insuring the general public courteous treatment and every comfort that a modern hotel affords. Very reasonable rates prevail.

HOTEL SHATTUCK

Modern, Magnificently Appointed Hostelry

BERKELEY'S COMMERCIAL ACTIVITIES VARIED

GOLDEN SHEAF BAKERY.



In writing about the Golden Sheaf Bakery company it is not our intention to set forth historical events, but rather to deal with present conditions and briefly state a few facts and figures, showing the magnitude of their operations and the excellent quality of their productions.

However, we will say that the establishment is one of Berkeley's pioneer landmarks, and has ever kept pace with the remarkable growth and development of that city. While the industry, from its inception, has been one of the city's valuable commercial assets, it was not until it was taken over by the present management that it gained such remarkable headway. It was at this time when the institution came under the directions of a mind full of energy and skill, and an ambition which has moulded it into the largest enterprise of its kind in this county and one of the largest on the Pacific Coast.

That the reader may form some idea of the magnitude of its operations, we will say that the plant turns out 50,000 loaves daily, and that employment is given to one hundred people in the various departments. Eighteen regular and two special delivery wagons are operated on this side of the bay. The firm have their own large and commodious stables, with a full quota of attendant grooms and caretakers, making their delivery service of the highest standard.

In point of equipment the bakery stands as a model of high class construction, being equipped with the latest and most improved machinery known to this kind of industry.

Perfect sanitary conditions prevail throughout the establishment. The buildings are well ventilated, and thorough neatness and cleanliness characterize the entire operations, insuring the general public who depend upon a baker for their bread absolute cleanliness. It might be well to say here that the Golden Sheaf Bakery employs one of the best doctors in Berkeley to inspect its employees each week to prevent any skin diseases or infections to exist about their plant.

With such a modern and well equipped plant, it is but natural that the productions should be marked by the acme of purity and excellence, and along these lines highest words of praise may be applied. The bread, cakes, pies and confections turned out by the Golden Sheaf Bakery company stands second to none in quality and purity, and the fact that they number their patrons by the thousands is an interesting testimonial to the high standard of their product and courteous treatment.

The "Buster Brown," "Home Made," "Bungalow Wrapped" brands of bread manufactured by them has become famous for miles around. They are a household word throughout this vicinity, and like the rest of their productions, are found in the best homes in this community. Each department is under the supervision of skilled and experienced workmen in their line, and a foreman of many years experience in the bakery business is ever ready to see that only the choicest of goods are turned out.

The officers of the company are C. Mikkelsen, president; J. C. Berry, vice-president, and A. Larsen, secretary. They are gentlemen whose ability as business men has been proven by the growth of their industry. They are wide-awake and progressive, and are always among the first to contribute to any cause that will lead to the upbuilding of Berkeley.

MANAGEMENT CHANGED.

The news that the management of the firm formerly known as the Berkeley Garage and Machine Works, located at 3115 Haste street, Berkeley, has changed, is being received in a very kindly manner by automobile owners generally.

Mr. C. A. Orr and Mr. C. H. Davies, who were formerly at the head of this enterprise have severed their connection with the firm.

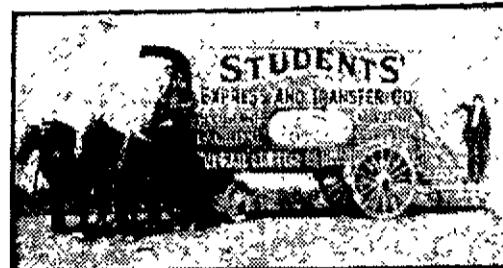
In a recent interview, Mr. Hopkins, the president of the concern, and E. H. Lourey, vice-president said: "We came to the conclusion that a change of policy and management would benefit all interested, so we have changed the former policy completely. We have secured the services as manager of the machine shop, one of the most efficient and expert mechanics on the Coast. He will personally superintend all repair work and **ABSOLUTELY NO OVERCHARGING WILL BE PERMITTED**. All work done in our machine shop will be strictly honest. Our garage and machine shop are the best equipped on the east side of the bay. Our prices on repairs and supplies will be **AS LOW AS WE CAN POSSIBLY MAKE THEM**, consistent, of course, with the expert workmanship and the class of materials used."

The members of the new firm are all well known business men who have been identified with the automobile business in the past, and it is safe to say with

a board of directors made of such men as O. P. Hopkins, E. H. Lourey, L. A. Carter, Maurice L. Asher and C. A. Muller, that the new concern will prosper rapidly.

Already remarkable progress has been made in the re-establishing of this large concern. The management reports that the skilled help employed, etc., have added many new patrons to the garage. This is a very gratifying conditions, as many obstacles had to be cleared away in order that the new men in charge of affairs could make headway.

STUDENTS' EXPRESS, Most Popular in Berkeley.



The Students Express and Transfer company, whose office is located at 2110 Shattuck avenue, Berkeley, are the representative and leading concern of this kind in Berkeley. Not only are they keeping pace with the commercial and industrial growth of the city, but their business is conducted in such a manner that insures satisfaction to their patrons.

Some idea of the magnitude of their operations may be gained from the fact that their large warehouses, located at 2732-2748 Adeline street, comprise 25,000 feet of space, and that they keep twenty head of horses which they use in the operation of the business. They are equipped to move anything that is movable, and the greatest of care is always taken in the handling of household goods and merchandise, while the service is of the highest character and the prices charged are of uniform rank.

In point of equipment, service and honorable dealing the Students' Express and Transfer company is able to compete with any concern of the kind in the country, and they are deserving of a place among the progressive business enterprises of our city. The business is under the management of A. L. Fowle, whose aim it is to see that satisfaction is rendered in every instance. Anyone giving his business to the Students' Express and Transfer company may rest assured it will be able taken care of. John R. Davis is the president of this firm. He is also one of the largest ranch operators in California.

ESTERLY CONSTRUCTION COMPANY.

The use of concrete, while it is thousands of years old, and some of the most ancient and wonderful buildings of the world have been constructed with it, is comparatively a new thing to this age.

In the minds of many there is an idea that given quantities of sand, gravel, crushed rock and cement mixed up with water produce concrete, no matter how it may be mixed or placed. This is correct—but there is concrete and concrete, and the concrete that went into the construction of those famous buildings of Rome and Greece were not the result of careless nor ignorant manipulation. The concrete that is to

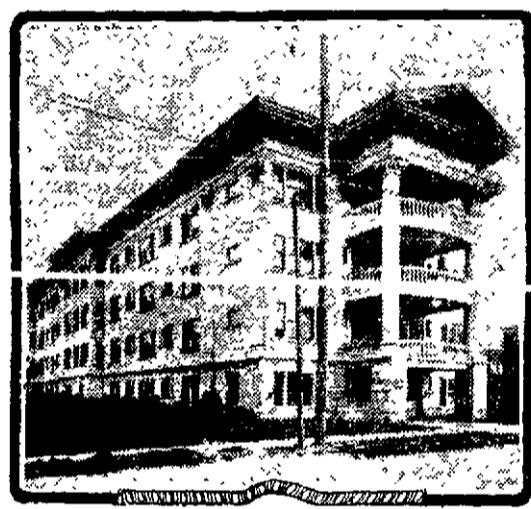
stand for all time the shock of earthquakes, strain of overloading, shrinkage and settling, as no other building material is able to, and which increases in strength and solidity each year, must like the great artist's paints, "be mixed with brains."

The Esterly Construction company is a well established concern. It has a splendid equipment, and has associated with it concrete men who rank as high class experts in all lines of concrete construction, and some of the best work about the bay stands to its credit. A few of the more important buildings erected by this company are Professor Lawson's home, La Loma avenue, Berkeley; Fourteenth Street Fire House, Oakland, Cal; the handsome Pacific Union Club building for the Fredericks Furniture company, Post and Stockton streets, San Francisco; Shattuck Hotel, Berkeley, which is easily the handsomest concrete hotel on the coast, as will be seen from cut printed in this issue of THE TRIBUNE; the Sather gate bridge, tennis courts, etc., for the University of California, and the Water Temple for the Spring Valley Water company, which is a strikingly beautiful structure of classic design. All of these are splendid examples of reinforced concrete construction, and the Esterly Construction company, as well as the localities which these structures ornament, may well be proud of them.

Besides this larger work this company has large forces of men constantly engaged in constructing foundations for churches, business houses and dwellings. It constructs miles of concrete sewers and a vast amount of concrete sidewalks, gutters, curbs and floors. No job is too large for it to handle, nor too small to secure its most careful attention. A special feature of the business is the erection of reinforced concrete bank buildings, schoolhouses and municipal work throughout Central California.

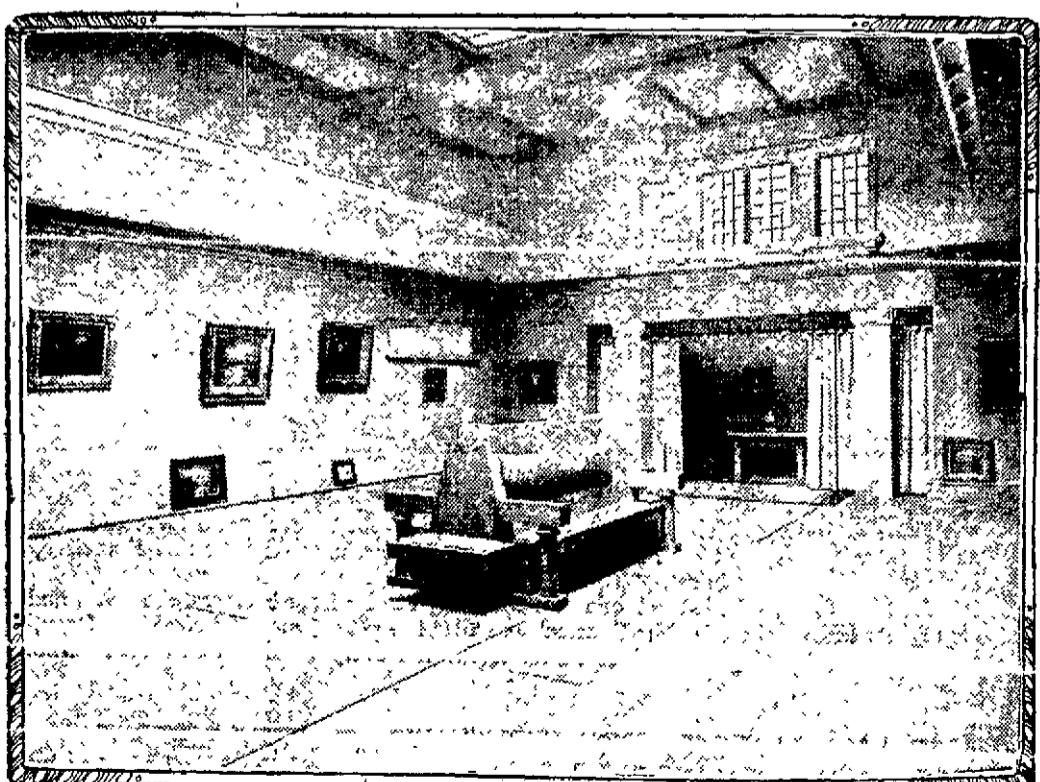
Their offices are located at 2138 Center street, Berkeley; 717 Market street, San Francisco, and the Builders' Exchange, Oakland.

LAFAYETTE APARTMENTS.



2315 Dwight Way and 2314 Haste Street, Berkeley, California.

Finest in the west, spacious, sunny apartments, roof garden, billiard room, tennis court, large grounds.



"THE TEMPLE OF ART" (Interior), Shattuck Avenue, Berkeley.
MR. H. G. OFFIELD, Proprietor.

The Temple of Art is one of the show places of Berkeley. Visitors are always welcome to view the beautiful exhibits.

IDEAL EDUCATIONAL CENTER OF THE COAST

DANCING AT ATHENS.



ATHENS, a Studio of Expression, is located on College avenue and Stuart street, Berkeley. Among the Greeks dancing reached a high state of perfection. Today general dancing is at low water mark. When society dancing attenuates to the waltz and two-step it shows marks of degeneration. And yet Terpsichore was one of the nine Muses, occupying a place of importance with the muse of song, instrumental music, the drama, poetry, and the fine arts. Searching for a location where dancing might achieve a recognition as a fine art, Charles S. Daniel, the founder of Athens, selected a site under the shadow of the Greek Theater and built a beautiful temple where Terpsichore holds sway. The art of dancing received a beautiful setting, artistic and Grecian in its outlines, a temple decorated with statues, all telling the story of the rise and progress of all the arts, and that of dancing with the rest. The exterior makes no suggestion of the exquisite beauty of the interior. This must be seen to be appreciated. Before its spacious fireplaces merry companions gather to learn how to express themselves in motion. Gracefully, beautifully, with ease and elegance. It is a school where music, vocal and instrumental, is taught, but where the strains of music blossom into the dance as naturally as the fruit follows the blossoms. Writ large upon beams and friezes are these sentiments:

"Dancing Is Classed as a Fine Art."
 "Dancing Should Be Taught—Not Picked Up."
 "Dancing Is the Best of Hygienic Exercises."
 "Late Hours Are Tabooed."

"The Dance Is Worthy of Artistic Surroundings."
 "The Dance Is Worthy of the Best Music."

Around the dance cluster the tendrils of good manners, cheerfulness; good health, self-control, concentration, and the highest form of physical culture.

The world exists by motion, light, heat travel in wave vibrations. Stop the waves, still the vibrations, silence the rhythm and the world lies cold, dark and dead. The dance restores rhythm to our whole being—mental, physical and moral. Not, of course, that thing sometimes called dancing, an evening extended to immoderate hours, accompanied by unwholesome suppers, questionable company, execrable music and depressing architectural surroundings, no, but the dance as it was known to Terpsichore, and as it is known at Athens.

Athens proclaims this. If each person should spend two hours each week with friends in beautiful surroundings, among statues and flowers and more rhythmically the great music, it would transform the world and change the whole current of men's thoughts. Athens stands for the culture of Greece and its diffusion among the people of all classes and included among the fine arts is that of dancing.

BOONE'S UNIVERSITY SCHOOL.

This school, known as Boone's University School, is situated but a short distance from the railroads (both steam and electric), and postoffice, and the State University. Its location is convenient, therefore, not only for students while attending school, but for parents who at any time wish to visit their sons.

It is a home school for boys. A specialty being made in the preparing of students for the entrance examinations to any American college, including West Point and Annapolis Naval Academy, for which the principal has had thirty (80) years' experience.

A business course is provided for those who do not wish to enter college. The number is limited to seventy—thirty boarders and forty day pupils. By limiting our number, classes are arranged in smaller groups, which brings the teacher in closer personal contact with his student, and offers a better opportunity to study.

CONDITIONS OF ADMISSION.

While our schedule is arranged with reference to an Academic Course of Study, we take a limited number of pupils under fourteen years of age, if their scholarship corresponds to about that of the last years of the Grammar School. No student can enter who is not personally known to the principal, unless he furnishes satisfactory recommendations.

The school is accredited to Stanford, the University of California, University of Pennsylvania, University of Michigan, and to Cornell University. That is, students who have completed its full course for any one of the departments of these universities—Classical, Literary, Scientific and Engineering—and having graduated from the school, may, upon the recommendation of the principal, be admitted to any of these universities without further examination.

Mr. Boone says: "Patrons occasionally inquire what sports and what kinds of exercise are offered to students for recreation. Probably the same as those furnished by most other schools where there is no gymnasium—in which we are not a believer for secondary pupils—namely, football, baseball, handball, tennis, and hill tramps, for all of which ample facilities are furnished. Indeed, if these opportunities were not offered, our long association with boys teaches us that the average student will voluntarily see that his physical recreation is not neglected; he will take it. It is his mental operation that gives us most concern and demands our more strenuous efforts."

"There will be no influence brought to bear on a pupil attending any particular church. This matter is left entirely to the discretion of parents. When a student enters the school, the parents are consulted, their preference made note of and the principal sees that their wishes are carried out.

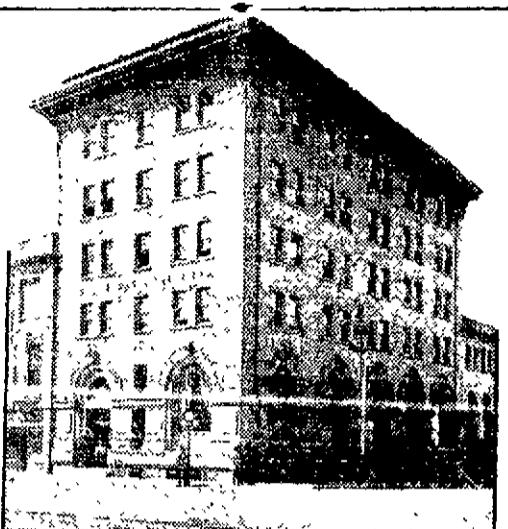
"Students who have completed any one of our scheduled courses, viz. Classical, Literary, Scientific or Engineering—and have satisfactorily passed all the required examinations, will receive a diploma as evidence of having met all the requirements demanded of us for said course."

BERKELEY TRANSPORTATION CO.

A list of the institutions which have made for the improvement of this side of the bay would be incomplete without mention of the Berkeley Transportation Company.

Realizing the necessity of improved service in freight transportation, as a factor in the rapid growth of the manufacturing interests of Berkeley, and the east shore generally, and complying with the request of those most vitally interested, Captain John R. Oakley, who has been identified with the shipping interests of Berkeley for the past fifteen years, about three years ago placed the steamer "Victory" on the line between Berkeley and San Francisco, with the intention of making service the watchword. As conditions improved, following the depression of 1907, the Berkeley Transportation Company was organized, with Captain John R. Oakley as its president and manager, and Captain Harry R. Oakley as secretary, and in command of the "Victory."

Despite the fact that operating expenses in almost every branch of their business have increased from 20 to 50 per cent since then, in practically no instance have they increased their freight charges. This course has been made possible by the rapid growth of the shipping and the thorough co-operation of the manufacturers' Association of West Berkeley and the Berkeley city government, who have done all in their power to facilitate traffic and encourage transportation. The steamer "Victory" makes regular daily trips between Berkeley's new municipal wharf and Jackson street Pier No. 6 at San Francisco and maintains offices at each place.



ESTABLISHED 1892

FIRST NATIONAL BANK OF BERKELEY, CAL. BERKELEY BANK OF SAVINGS & TRUST CO.

ASSOCIATED INSTITUTIONS.

Combined Resources.....\$6,050,000.00
 Your Berkeley business cordially invited on the basis of efficient service and prompt returns.

A. W. NAYLOR, President
 F. L. NAYLOR, Cashier
 FRANK C. MORTIMER, Assistant Cashier
 W. F. MORRISH, Assistant Cashier

FRANK M. WILSON, Vice-President
 W. S. WOOD, Assistant Cashier
 N. E. MUNRO, Assistant Cashier

THE FINANCIAL REFLEX of Berkeley, Cal.

is clearly expressed in the healthy, prosperous growth of her financial institutions.

Among the foremost is the Berkeley National Bank, housed in its own six-story, modern Class-A building.

Every courtesy consistent with sound conservative banking extended to all patrons.

Berkeley National Bank Berkeley, Cal.

2130 Center Street, Berkeley, California

FREDERICK H. MEYER, Director. Phone—Berkeley 3300.

The school has worked chiefly to further industrial art; that is, to training teachers, designers and illustrators, recognizing as it does the need for trained workers along those lines, and its graduates are to-day holding responsible and well-paid positions.

Aside from the regular day classes in which are taught different branches of art, including freehand, antique and mechanical drawing, wash drawing, and painting in water color and oil; figure sketching and drawing from life; illustrating, designing and model-

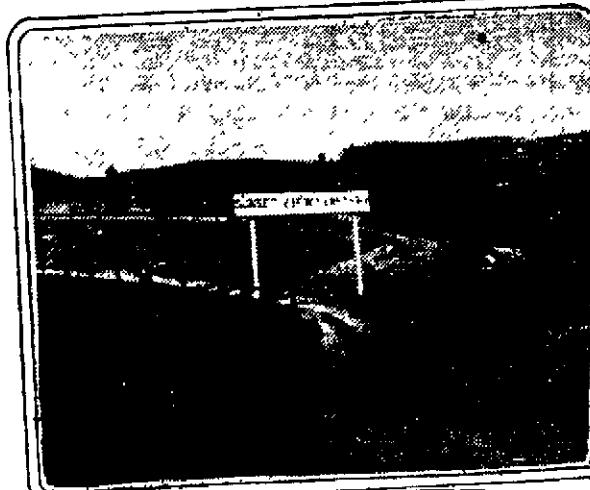
ing; there are special classes in copper work and jewelry, costume designing and primary manual training.

For those unable to attend day classes there are Saturday and evening classes, in which most of the above subjects are taught. Though the spring term opened January 2d and most of the students for the term entered upon that date, yet the instruction being largely individual, students may enter most of the classes at any time during the term.

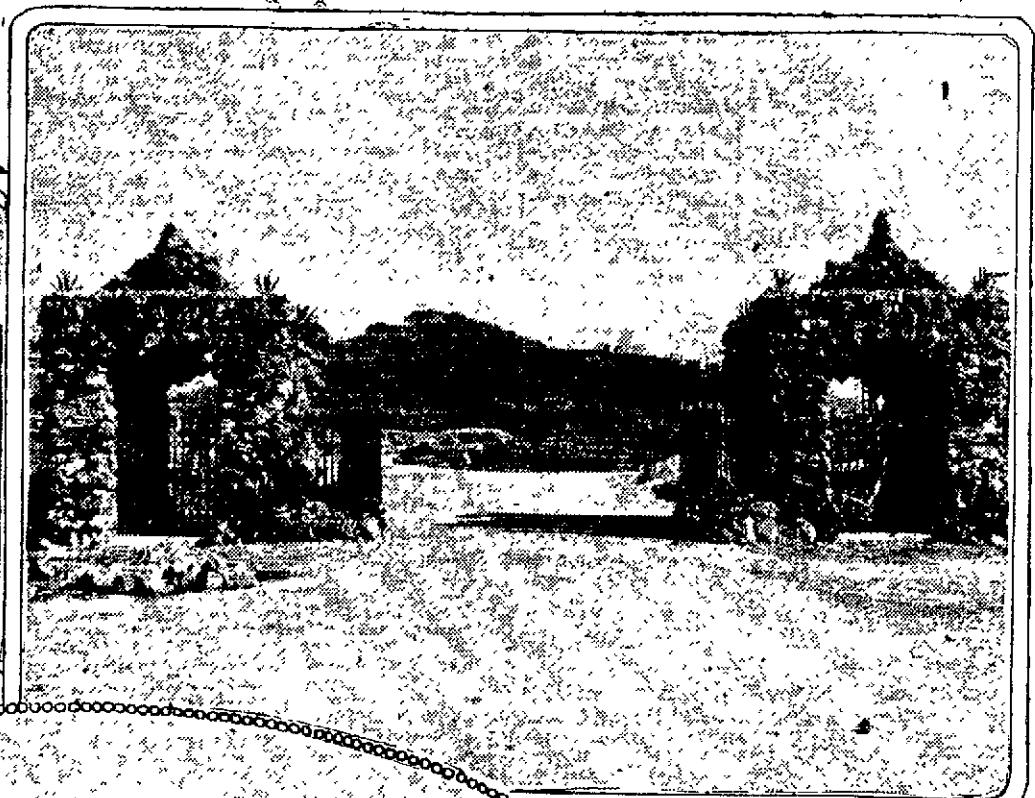
For further particulars apply to Secretary, who will send illustrated catalog upon application, or even better, visit the school to see actual working conditions.



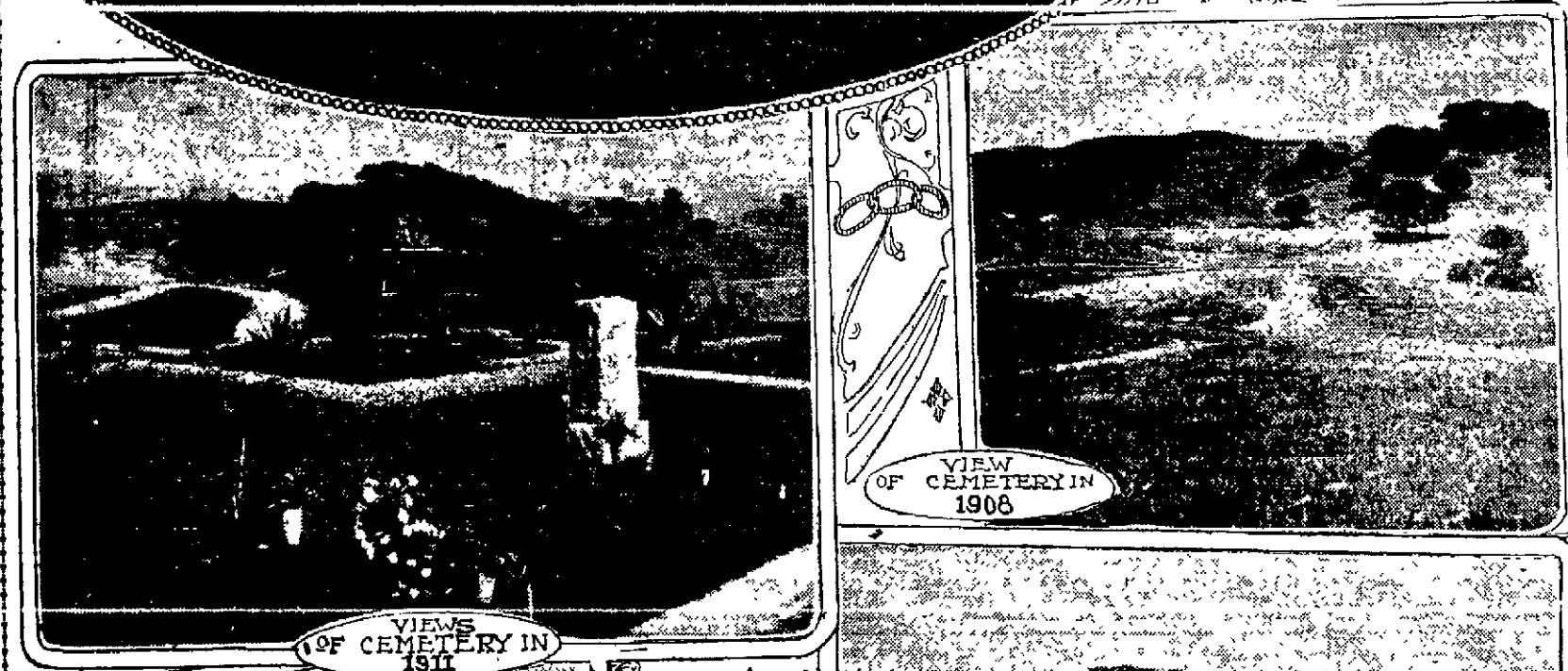
SUNSET VIEW CEMETERY BERKELEY CALIFORNIA



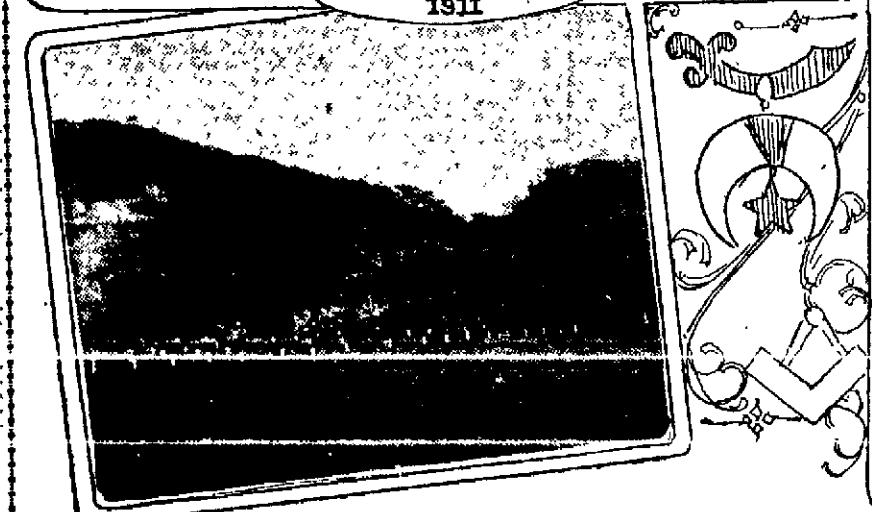
ENTRANCE IN 1908



ENTRANCE IN 1911



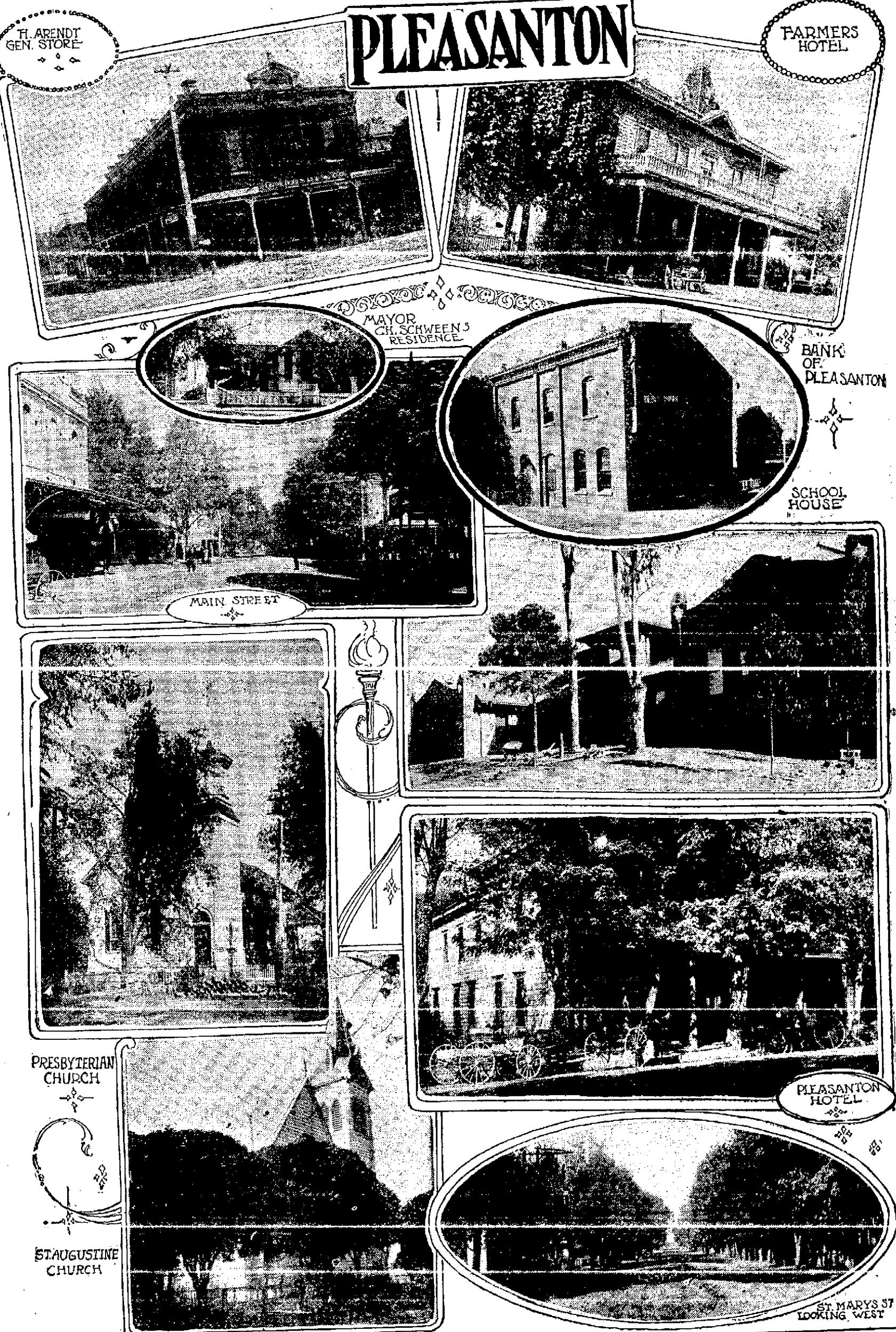
VIEWS OF CEMETERY IN 1911



BEAUTIFUL CEMETERY IN CLASSIC HILLS NEAR UNIVERSITY

Splendid Electric and Steam Railroad Transportation Facilities Make it Easy of Access

PLEASANTON



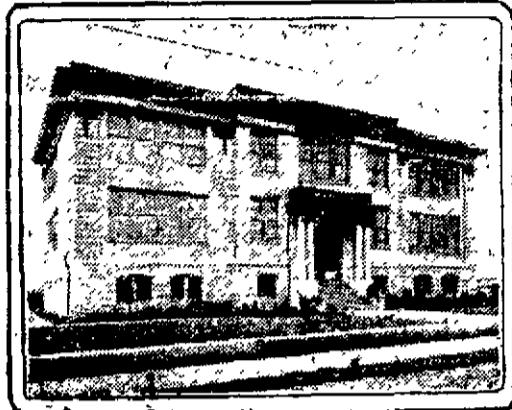
Suburban Villas Add to the Beauty of Historic Town

Richmond's Varied Enterprises Employ Thousands of Men

The story of Richmond's marvelous growth in the past six years is a long one, if fully told. Within that time the population has advanced from a town of 500 to a city of 12,000. The value of her manufactures has increased in the same ratio.

WONDERFUL PROGRESS.

Several pages could be written to—in a small measure—cover an interesting subject, but in conformity to the newspaper rule of brevity one should bear in mind the story of the editor who cabled "Send story of bat-



Richmond High School.

tle of San Juan Hill, thousand words." When the correspondent wired, "Can't tell story in that space," the editor replied, "Do your best. Story of the creation told in 600 words. See Genesis."

The creation is too comprehensive for human understanding, but no less wonderful from the handiwork of men is the almost supernatural advance of Richmond. Richmond, as one of the east bay cities, has a great destiny before it.

LOW TAXES AND INSURANCE.

Competition in manufacturing industries has resolved itself into problems of costs of production and distribution. Instantly, subdivisions of these two general heads, suggest themselves to the mind and their corollaries reduce the problem in a great number of cases to a question. For instance, transportation facilities, both incoming, as applied to raw material and fuel, and outgoing—delivery of the finished product; then again, cost of labor, the abundance and quality of the labor, the proximity to the markets and great centers of distribution.

Minor, yet important, considerations, such as taxes, insurance rates, fire protection, water, gas, power and sewer systems—all bear upon that first question of locality.

IDEAL GEOGRAPHICAL SITUATION.

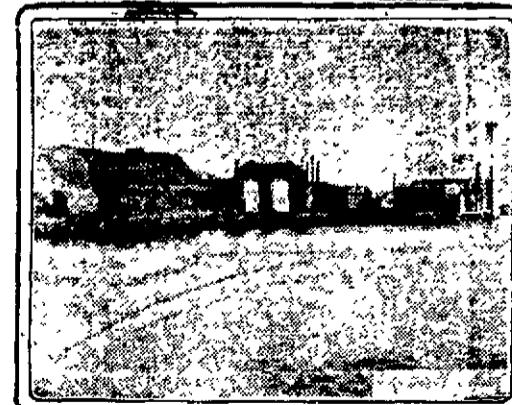
Looking squarely in the face of the swiftly approaching era of competitive stress, the present and future manufacturers of Richmond have a sense of security in the geographical position of that city. The shore line, both north and south, is indented by numerous arms or inlets. On the east are radiating lines of rails. Trade expansion, therefore, will never be checked through physical limitations to its facilities for transportation.

A LIBERAL MUNICIPALITY.

The excellent quality and enlightened attitude of her supply of skilled labor is far from being the least of her assets. This condition is backed up by a municipal administration whose disposition toward its industries is, at all times, considerate and public spirited; in fact, a proper synonym would be "Generous."

CONVENIENCE TO TRADE CENTERS.

The convenient proximity of the large cities of San Francisco and Oakland, Berkeley and Alameda, affords opportunities for business activity without assuming the burden of those cities' prodigious expenses and the acute state of its industrial conditions.



Arctic Oil Co., Richmond.

Knowing all these things, Richmond manufacturers have every reason to feel assured that their position is securely entrenched from the viewpoint of location.

RICHMOND'S ADVANTAGES.

Richmond has three distinct and very important advantages over other towns and cities on the San Francisco Bay. First, it has a deep harbor, and for convenience and accessibility is alone in that respect. Second, it is on the continental side of the bay and the terminal of three railroads, making its supremacy of the familiar expression, "Where rail and water meet,"

meaning, of course, deep water, paramount; and third, its contented industrial life. Richmond has never had a strike, which is remarkable, considering the many industrial concerns and the large number of persons employed therein.

Situated on the bay, protected and sheltered from the ocean fogs and winds, Richmond is an ideal place, and her possibilities and unquestioned future for a great city are certain. With all of her fine showing and as large as she is, large for the short time since there was nothing but wheat fields and grazing lands, Richmond has really just commenced to grow.

BEST FOR FACTORIES.

The many features of this city's natural and artificial facilities were considered by Mr. R. Dean, representing the Pullman Car Company, before choosing a site for their repair shops and after investigating hundreds of places on the Pacific Coast, selected Richmond as the most suitable. This in itself (although only one of many industries similarly influenced) is a high recommendation of the attraction to a manufacturer, and is the beginning of other important lines of endeavor in this fast growing community. To talk on Richmond's harbor is to invite the investigation of a subject which presents marked possibilities.

RICHMOND'S SHIP CANAL.

In a few years the expansion has been as gratifying as the growth of the city, and when the plans now being carried out are completed the city will have a combination front that cannot be excelled on the coast.

Peculiarly fortunate in harbor conformation, the waterfront of this city presented to the builders of Richmond an opportunity for development that they quickly seized. In most cases cities on the waterfront have a single channel that can only be developed along a single line. But Richmond is blessed with a main entrance, a secondary waterway, more than equal to the first, closer to the larger cities and adjoining the rail lines and county and city boulevards. This main entrance consists of a large inlet from which a canal is now being dredged to admit of closer connection with the main section of the city. The movement in this direction, not from other portions of Richmond, whose growth is increasing day by day, but from other cities in this and other states, of homeseekers, manufacturers and skilled laborers, will be noticeable for its rapidity, and one large and closely connected city will result.

With the vacant ground adjoining this canal there is a standing invitation to manufacturing concerns to avail themselves of sites adjacent to the waterfront, where shipping is made easy and truckage and railroad charges are practically eliminated.

ies, as the western terminal for their steamers. On the completion of the Panama Canal these companies will operate to California the same as to New York, and with a first class freight and transportation service, they will equal if not beat the time now made from Europe to San Francisco via New York and rail.

In conversation with a prominent official of one of the Atlantic steamship lines recently, the statement was made by him, that without doubt Richmond would obtain at least one of the large lines of steamers, for its Pacific Coast terminal, as many things are favorable here against other cities.



New Carnegie Library, Richmond.

The marine insurance as compared with points of entry south of Market street, San Francisco, would be much less, and other factors are also counted in favor of Richmond.

FREE FROM FINANCIAL DEPRESSIONS.

Unlike other cities, Richmond does not feel the ebbs and flows of Wall street's gambling wave, poor crops, etc. New York's bankers and manufacturers alike are sensitive plants. And, as the wind blows from Wall street they droop or flourish, and close their doors at evening, feeling that prosperity or disaster is dependent upon what they have sniffed that day from the Wall street breeze.



Plant of the Standard Oil Co., Richmond.

This is the great offering presented by Richmond harbor. It points the way to a further marked growth for the city, a growth that is illustrated in the east end expansion. Thus may be seen the fact that Richmond's possibilities are practically unlimited.

FIVE MILLION YEARLY.

In the way of additions, improvements and development work, Richmond has spent \$30,000,000 in six years. Just think of it. Five million dollars a year. What city ten times its size would not be proud of such a record?

GOOD STREETS.

The city has broadened and lengthened, has miles of fine bituminized and macadamized streets and becomes more beautiful with each passing year.

One naturally, where there are so many factories, expects to see a dirty city, but such is the reverse here, and while Richmond does not adopt the slogan "The City Beautiful" it is entitled to that name as much as most cities that do.

Her numerous fine business and residence structures, completed, or in course of construction, testify to the wealth of the city and the confidence displayed in its own residents.

EXCELLENT CAR SERVICE.

Between Oakland and Richmond the East Shore & Suburban Electric Railway, one of the best conducted systems of its kind in the country, and through whose admirable spirit of enterprise such a service has been made possible, a ten minute schedule is in operation during the entire day, and in spite of this service which, as stated, is excellent now improvements are contemplated that will increase the efficiency and provide for a faster trip and with a through car between the two cities. This will mean much not only to Richmond but Oakland and all the intermediate towns and cities.

In the western portion of Richmond is a Belt Shore line, extending from the Standard Oil Works to the can factory, passing along the wharves and touching at all the factories in that neighborhood. The purpose of such a railroad in bringing the ships and factories closer together is obvious.

COMING STEAMSHIP TERMINAL.

It is reported on very good authority that options on about two miles of Richmond's water front has been secured by large European steamship compa-

Richmond kept up her progress during the financial crisis three years ago, did not shut down any of her factories and showed a good year throughout.

A report, has been circulated, which, if correct, will be the greatest boom Richmond ever received, is that within six months' time a corporation ranking amongst the most powerful of the country's large institutions, is figuring on establishing a plant here that will involve an expenditure of over \$10,000,000 at the outset and employ about 3000 persons.

This proves that Richmond is in the minds of the industrial magnates of the United States, and spells success to her future.



Type of Modern Brick Flats, Richmond.

The inexhaustible stores of oil, building material, such as timber and stone, together with the greatest water power in the world, render manufacturing the coming industry of California, that with her commanding importance and location will materially benefit Richmond.

One of the Los Angeles newspapers had a double column article on the number of railroad men engaged in the shops of the three roads entering that city, and heralded that item of news to the entire world.

The total as given in their statement was only a

Richmond's Progress Has Been a Most Remarkable One

little more than a single large concern employs at Richmond.

STANDARD OIL COMPANY.

At present the largest industry Richmond has is the Standard Oil Company, whose refinery is one of the largest in the world. Covering 300 acres of ground this plant represents a small city in itself, and employs on an average of 1500 people.

PULLMAN WORKS.

The Pullman Palace Car Company's plant in almost the town limits of Richmond, and soon to be so closely built together that only an imaginary line would exist between Richmond and Pullman, is about ready for op-



McDonald Avenue, Richmond.

eration. Some work at present is being done, but only preliminary to the thousand or more skilled mechanics to follow. Thus, with the Standard Oil Company, will mean a monthly pay roll of nearly \$200,000.

THE SANTA FE RAILROAD.

The Santa Fe Railroad has its western terminus at Richmond, and gives employment to many men in its repair shops and yards, spending in salaries about \$75,000 per month.

LARGE ROCK QUARRY.

The San Pablo Quarry Company, located near Point Richmond, or to be more exact, at Point Castro, only a



Type of Fine Homes in Richmond.

mile or two north, employ over 100 men. This concern does an extensive business in San Francisco and Oakland, and was recently awarded the contract for the municipal retaining wall of the city of Oakland and north of the Southern Pacific broad gauge mole.

OTHER INDUSTRIES.

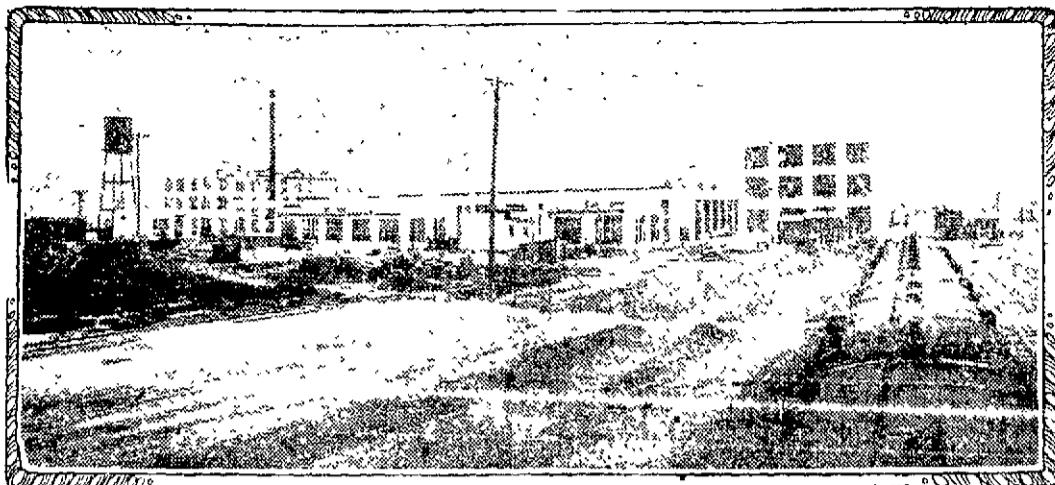
Many other industrial concerns are located here, such as the Pacific Porcelain Ware Co., Berkeley Steel Co., Western Pipe and Steel Co., California Wine Association, etc. They are all worthy of more mention, but space will not permit.



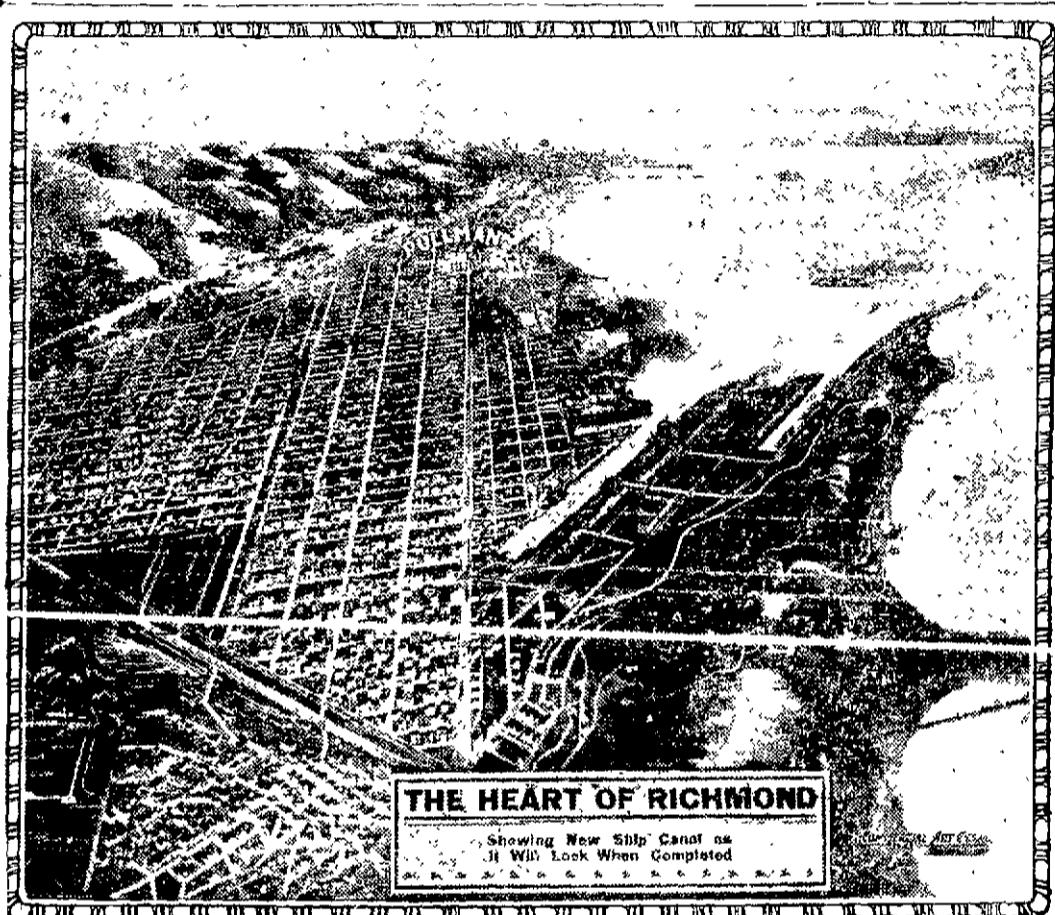
Twenty-third and McDonald Avenue, Richmond.

PUBLIC AND BUSINESS INSTITUTIONS.

Richmond has fifteen schools, including high and grammar, three newspapers, library, three banks, a number of hotels, a city hall, opera house, with seating capacity of 1000; clubs, fraternal organizations and scores of fine stores—in fact, everything that makes for a metropolitan city.



Pullman Car Shops, Richmond.



THE HEART OF RICHMOND

Showing New Ship Canal as It Will Look When Completed

MANUFACTURING PLANTS WHICH HAVE LOCATED IN RICHMOND.

Associated Oil Plant.
Berkeley Steel Works.
California Cap Company.
Central Brick Company.
California Wine Association.
East Shore Company.
Great Western Brick Company.
Healey & Tibbitts Quarry Company.
San Pablo Quarry Company.
Standard Oil Company.
Los Angeles Brick Company.
Stove Foundry.
Pullman Car Company.
Western Pipe and Steel Company.
Furniture Factory.
Metropolitan Cap Company.
United States Briquets Company.
Richmond Lumber Company.
Tilden & Eakle Lumber Company.
Shaw-Harrington Gas Engine Works.
Richmond Cut Stone Company.
Pacific Porcelain Ware Company.
Santa Fe Railroad Shops.
Western Pole and Piling Company.
California Chair Company.
Arctic Oil Company.
Standard Oil Can Factory.

HERBERT F. BROWN, President Richmond Industrial Commission.

Herbert F. Brown, whose portrait appears above, is one of the most enterprising and successful real estate brokers in the state, whose offices are in the Phelan building, San Francisco, and in Richmond.

A happy faculty of Mr. Brown's is his indefatigable energy to make Richmond a great city by not leaving the work to others who would shirk, but putting his shoulder to the wheel and boasting not only with his brains and experience, but his money as well.

What he has done for Richmond cannot be measured in dollars and cents alone, and his work has received deserved recognition by the Richmond and other people of the bay region.

The subjoined article will convey a slight idea of

the esteem in a business sense of how Mr. Brown is held, and which was written by a very prominent man in the state.

"Mr. Brown began his business career with the hardware firm of Baker & Hamilton, traveling about the state selling the wares handled by his firm, and, with his eyes open to opportunities then as now, he gained a vast knowledge of the geography of the state, and the comparative superiority of one location over another, and, while he had been making his investments in San Francisco real estate, he immediately transferred his interests to Richmond, practically on his first visit to the place then a village.



HERBERT F. BROWN,

"To say his judgment was right is putting it mildly, for since he made his small investment he has seen the town of 1000 people grow to over 12,000, and he predicts he will see it pass the 100,000 mark. He has twice had the sand to pay the highest price for lots ever paid there up to that time, and has had the sat-

PROGRESSIVE RICHMOND

HERBERT F. BROWN,

President Richmond Industrial Commission.
Interaction of seeing his price raised 50 per cent each time in less than two months.

"Mr. Brown believes that the man who works under the conditions that exist is not the one who succeeds. The late financial panic did not cause him to sacrifice his holdings, but on the contrary, he bought all his finances would permit—while others wanted the coin he wanted the land. This shows the staining combined with the judgment that his nature is made of.

"He believes that idle capital is of as little value as burnt up capital, for he argues that the average man does not know how or when to invest, for he will work week in and week out, year after year, save the amount he determines on saving, and gain no experience from investing it.

The idea of success of Mr. Brown is not simply piling up dollars, but the experience and judgment this investing has given. The average among parents nowadays insist on their boys going to school for ten to fifteen years to learn to read, write and cipher, but how many parents give their children one thought about the most important study of all, that of investments, the only study, which if mastered thoroughly, will bring contentment and real happiness.

Mr. Brown is the president of the Richmond Industrial Commission, the principal organization of the city representing its welfare from an industrial standpoint.

B. SCHAPIRO,
Pioneer of Richmond.



In the closing year of 1910 and on the verge of the year 1911, it is only natural that one should take stock of the fruits of the passing years' work and efforts; and possibly no man in Richmond is wearing a broader smile than B. Schapiro, pioneer of Richmond, president of the East Richmond Land Company, Queen Land Company, Contra Costa Realty Company and the San Pablo Land Company, who has unquestionably closed one

of the most successful year's business of his entire career; which cannot help but be gratifying to the keen perception that has dictated the many successful ventures which has proven his confidence in this thriving district and has brought about the developments of the beautiful tract of land known as the East Richmond Boulevard and Tewksbury Heights property, which has gained much prominence through the entire state, owing to its pre-eminent location for a high-class residence section and its adjacency to one of the many wonderful natural parks of this great state, and which is known as Grand Canyon Park, where many improvements have been made and many more are under course of construction.

This property, which follows the desirable foothill range of the choice Berkeley section, and which is east of the city of Richmond, is rapidly becoming dotted with comfortable homes. The rapid growth of this section is due to the fact that these lots have been subdivided into large, roomy homesites, with the object in view of making them pleasing to the eye and to be available for modern comfort in abundance, with allowances for broad street and avenues to carry out the main idea and effect.



THINK IT OVER

YOUR OPPORTUNITY—No man living can question the future of RICHMOND or estimate the enormous advance on his investment of today 10 years hence. It is a demonstrated fact that RICHMOND enjoys all natural facilities required to become one of the greatest commercial and shipping centers on the Pacific coast, and must rank in the future with the CITIES referred to in the above cut.

THE GRIFFINS AND NYSTROM TRACTS are in the center of RICHMOND, half way between the PULLMAN PALACE CAR CO.'S GREAT SHOPS, and RICHMOND'S inner protected HARBOR AND SHIP CANAL, with CUTTING BOULEVARD, the future MARKET STREET OF THE EAST SHORE, through the property.

THE LOCATION is therefore the most desirable in RICHMOND for the following reasons: First, the property is entirely surrounded by Richmond's great manufacturing industries, representing an investment of over \$30,000,000; second, and lies just beyond the din of machinery, smoke and the rushing trans-continental trains, with four to six blocks intervening between the property and RICHMOND'S inner protected HARBOR AND SHIP CANAL, compelling the traffic from all points to traverse this property, making it the most desirable HIGH CLASS INVESTMENT in the CITY OF RICHMOND.

We offer for sale an acre from property with no practical limit to its future value, and advise those looking for big profits on their investment to visit the property.

HOW TO GET THERE—Take Richmond electric car at 7th and Broadway or at Key Route Junction, 40th and San Pablo, Oakland. Transfer at 8th and Ohio, get off at Cutting Boulevard and 14th St., at tract office, or call or address R. T. SHANNON & CO., Room 200 Russ building, San Francisco; phone Butter 1033.

Owing to the splendid elevation of this property practically all lots in this tract of land command a magnificent view of the Bay and City of San Francisco and the City of Richmond, which is now conceded by practically all well-informed people to be the coming manufacturing center and distributor of the Pacific Coast.

One of the commendable features of the East Richmond Boulevard and Tewksbury Heights Properties is that it possesses most excellent transportation facilities, the electric cars running to the very heart of the property and direct to the entrance to Grand Canyon Park, thus making it within easy access of all Bay points, and, not only this, but it faces San Pablo avenue, which has recently been macadamized through East Richmond, and is the main thoroughfare from the heart of Oakland, through Berkeley, passing the City of Richmond.

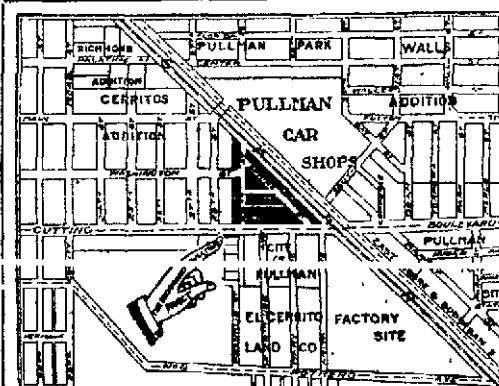
EAST SHORE PARK TRACT.

Oakland people are familiar with the beautiful little park on the way to Richmond, known as East Shore Park. This is a favorite picnic ground for fraternal organizations, club and other parties almost weekly. It is a portion of the old Stege homestead and is three minutes from the new Pullman Car Company's works and close to the town of Stege, where are pretty little homes, high and grammar schools, business houses and other conveniences.

Near the park is that tract of land of W. C. Dohrmann, of 1262 Broadway, Oakland, or East Shore Park, Stege, which is being improved and sold in lots from \$250 upwards, with low payments of \$10 down and \$5 a month, with no interest, no taxes and water and electricity on the tract. It will not only be a pretty home-site, but a place for a good investment.

A ten-minute service operates between Oakland and the tract daily, being intermediate to Richmond.

Undoubtedly many of the employes of the Pullman shops will make their residence in this tract, and a bright future is held out for it. It takes only forty-five minutes from Broadway, Oakland, to the center of the tract.



The Hand Points to the Richmond-Pullman Tract

Expert real estate men say that property in this location will become immensely valuable in a short time, and they are backing up their judgment by buying it themselves.

This is positively the last tract to be subdivided adjoining the great Pullman works. This is the location where early buyers have been doubling their money in 30 and 60 days.

If you buy at opening prices in THE RICHMOND-PULLMAN TRACT the same quick profits will be yours.

Just think you can buy a lot here for as low as \$400 and you GET THE STREET work and cement walks free.

FREE EXCURSIONS TO THE PROPERTY LEAVE MY OFFICE DAILY

The latest corrected map of Richmond and Pullman, printed on parchment, and illustrated folder will be MAILED ON REQUEST.

This is YOUR opportunity, write today.

H. E. CASTLE

Sole Agent,

1009-10 Metropolis Bank Bldg., San Francisco.
Phone Douglas 4799.

BERCOVICH'S NEW BROADWAY CORNER.



The lease given to Bert and William Bercovich by Edson F. Adams, John Charles Adams and Thomas Prather for the entire building at the northwest corner of Twelfth and Broadway, formerly occupied by the defunct Union National Bank building, is one of the recent important real estate transactions. The term of the lease is set for fifteen years, at a gross rental of \$360,000, or a monthly rental of \$3000.

It is stipulated in the instrument that within three months after the recording of the lease the Bercovichs must expend \$37,300 for alterations in the building and repairs, this amount being deposited by them in escrow in the Central National bank as a guarantee of good faith in this part of the agreement. Plans and specifications covering the alterations and repairs were filed October 1 with the board of public works. The plans have been drawn by Architect Walter J. Mathews. The building is now being entirely remodeled and modernized. The outer walls on both frontages are entirely rebuilt.

The ground floor is subdivided into seven stores, all of which are rented, and they will be strictly modern in every respect. The upper stories are to be rearranged for office purposes.

The lease permits the Bercovichs to sub-lease the building for any legitimate and lawful mercantile business, but prohibits theatrical and vaudeville performances, nickelodeons or moving picture arcades being conducted on the premises.

GIGANTIC BREWERY TO BE BUILT.

Local Corporation to Build Splendid New Plant to Be Known as Golden West Brewing Company.

The growth of the brewing industry of Greater Oakland is forcibly shown by the big corporation that has just been formed in Oakland for the erection of one of the largest breweries in the West. This organization is the consolidation of interests of the five largest steam breweries in the county, which will at once erect a very large plant at Fifth and Kirkham, Oakland, for the brewing and bottling of the highest grade products ever sold in Oakland.

Prominent and successful brewers from Berkeley, Alameda, Hayward and Oakland have cast their fortunes together to erect this plant.

Mr. George White of the Washington Brewery, Oakland, is the president of the Golden West Brewing Company; Mr. Joseph Raspeller of the Raspeller Brewery, Berkeley, is vice-president. Mr. Joseph Kramm, proprietor Anchor Brewery, Oakland, is secretary, and Mr. Charles Heyer, president of Hayward Brewery and mayor of that flourishing city, is treasurer. The other member of the board of directors is Mr. George Goerl of the Palace Brewery, Alameda.

The convenient location of the new plant, being right on the Southern Pacific railroad track and spur of the Western Pacific, and also the Oakland Belt Line, makes it the finest that could be afforded.

Every member of the board of directors is a practical brewer and business man—no dreamy merchants or stockholder who know nothing of the business. Every one of the board has been known for many years to Oakland as the highest type of business men. The great growth in business and population of Greater Oakland and Alameda county prophesies prosperity for every man and stockholder identified with the Golden West Brewing Company, and it will be a big dividend payer from the start. Work will be commenced on the big new malt and bottling houses very soon, and Oakland congratulates the organizers.

CHOICE FRUIT LANDS IN MODOC COUNTY.

The John Briles Orchard Company, Davis Creek, J. J. Payeur, president and manager.

The fine orchard lands of Mr. John Briles are being subdivided into five and ten-acre tracts and will be sold on easy terms.

Mr. Briles took six prizes at the apple annual at Watsonville last October. He had six varieties on display and each kind took a premium—four first prizes and two second prizes. Peaches, cherries and all kinds of berries do well.

Our new booklet on orchard lands will be out February 15th. We would be glad to send you a copy if you are interested.

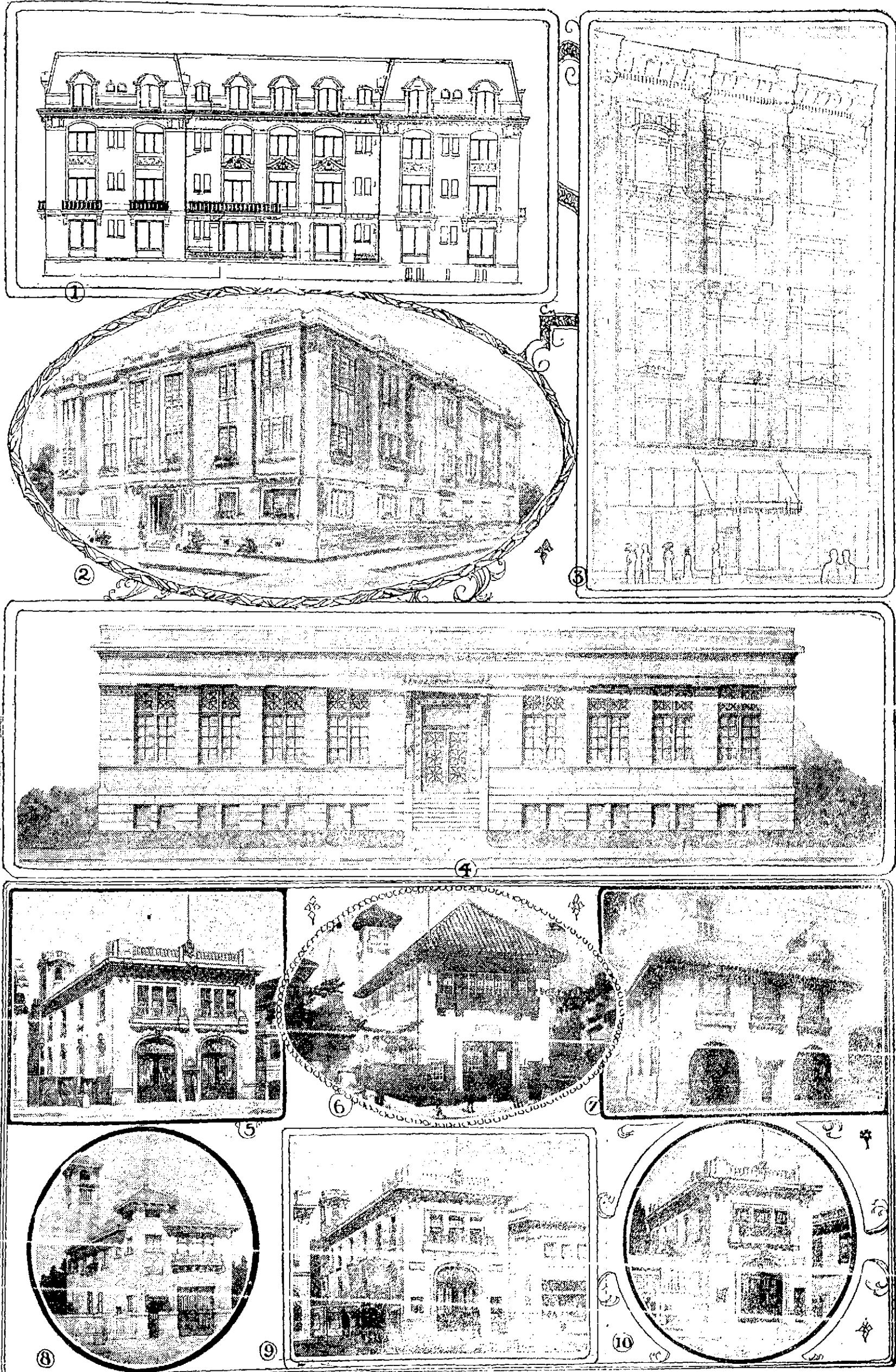
We need good agents in every locality. Write for our terms.

Direct all inquiries to J. J. Payeur, president and manager, Reno, Nev. Davis Creek, Cal., after March 1.

CUT OUT AND SEND THIS COUPON.

Name

Address



1—Apartment Hotel, Charles W. McCall, architect. 2—E. F. Hughes Apartment House, Eighth Street, near Market. Clark B. Barton, architect. 3—Larkey & Irvine Bros.' Building, 14th and Clay Sts. Clay N. Burrell, architect. 4—Fire Alarm and Public Telegraph Building, 13th and Oak Sts. Walter J. Matthews, architect. 5 to 10, inclusive—Oakland's New Fire Houses. Fred Soderburg, architect.

Solano--The County of Plenty

By
Marquerite Hunt

SOLANO stands forth today as the county of wealth and of plenty. The years which have passed bringing to the notice of the world the world of Northern California, have done much for this fertile section; the years to come will do more, for the resources of Solano are still hardly realized. Diversified as are the industries within her borders, the possibilities of Solano are still in their childhood, giving promise of a golden maturity in the days to come. Located as she is within one of the two great valleys of California—the valley of the Sacramento—with her su-



Cherry Orchards Near Vacaville, Calif.

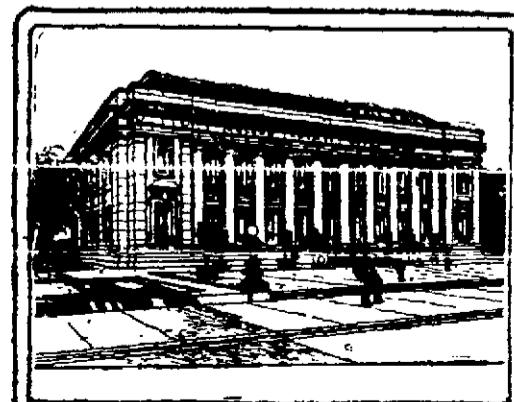
perb climate, her wonderfully fruitful soil, her easy access to the markets of both the East and the West through her excellent transportation facilities, it seems that here, indeed, Mother Nature has poured out her richest stores, leaving to the hand of man only the completion of her wondrous work.

SIZE AND WEALTH.

LESS than six hundred thousand acres, stretching down from the Coast Range of foothills on the west and washed by the waters of the Sacramento River and Suisun Bay on the east and south, comprises Solano county. Part of the territory yet awaits the coming of the homeseeker and the cultivator, and yet the aggregate wealth of the county exceeds the \$10 million dollar mark, while the percentage of mortgages is probably lower than that of any other county of its size in the state. Financially, Solano stands today as one of the strongest counties in California. Could more be asked?

MONEY IN GRAIN.

IN the early days of California, when the influx of goldseekers was followed by those who sought permanent homes, the growth of wheat promised to give to the latter the wealth which the pioneers dug from the ground, and Solano County, like many others, was cultivated for the production of the rich grain. In the northeastern and central sections today grain continues to be the chief product, and throughout the rich Montezuma Hills district is now produced the best milling wheat to be found in this state. Fifty thousand tons of wheat is the yearly output from this section alone, while the total amount of grain sent out from Solano County each year is more than three times this amount. Washed on the east and south by the waters of the Sacramento River and Suisun Bay, as has been said, and penetrated well into the interior by two navigable sloughs, the transportation of her grain is an easy matter, and the thriving little town



Solano County's Court House Now Being Built at Fairfield.

of Rio Vista, dating its history back to the era before the discovery of gold, is one of the busy shipping centers. From this little town the steamers, which ply up and down the Sacramento River, take not only a 10,000 tonnage of grain each year, but hundreds of tons of salmon from the canneries of Rio Vista, while the total output shipped, including the immense quantities of vegetables which flourish in this vicinity, is estimated at \$350,000 per annum.

RICHEST ORCHARDS IN CALIFORNIA.

AS the richness of the California soil became known the land was cultivated for other products than wheat—great as had been the revenue yielded by the latter, and Solano soon gained fame for her deciduous fruits—a fame which spread across the continent, for it is from the rich fruit valleys of old Solano that the first California fruits are shipped to the East each year. Five fruit valleys—Green, Suisun, Lagoon, Vacaville and Pleasant valleys—include an area from two to eight miles in width and from twelve to fifteen miles in length and yield the princely revenue of over five million dollars annually. The largest orchards in the state are found within their confines, and from one cherry orchard of 125 acres in the first-named valley—said to be the largest cherry orchard in the world—the first box of this fruit shipped east from California in a year has been placed upon the trains as early as January. This orchard recently yielded 23,000 ten-pound boxes of cherries in one season at a net profit to the owner of \$1.40 per box. Other orchardists throughout the fruit belt of the county have been no less fortunate.

Solano is probably best known for her deciduous fruits, but it must not be supposed that she is lacking in citrus fruits also, for on her more than a million trees, with fruit ripening every month of the year, are to be found apples, apricots, cherries, figs, olives, peaches, pears, prunes, almonds and walnuts. Orange groves cover an area of over fifty acres and experience has shown that the conditions for growing this fruit and others of the same variety, generally thought of in connection with a warmer climate, are excellent, the results being fully as good as can be found in the southern part of California.

One of the great advantages of raising fruit in this section is the fact that a market is easily found for it, whether it is fresh, dried or canned. And in whatever form it is placed on the market it means labor to prepare it, and labor in this case means employment for thousands of people during the fruit season. Particular attention is paid to dried fruit in the vicinity of Suisun, the yearly shipment from this point, in connection with the shipment of almonds, amounting to one million dollars.

VINEYARDS AND WINERIES.

WHILE Solano county is famous for her deciduous fruits, no small amount of territory is devoted to vineyards, a conservative estimate of the number of acres used for this purpose being placed at 2,200. One thousand acres of vineyards lie in the vicinity of the little town of Cordelia, making the big wineries of this place one of the interesting and profitable industries of the county. The grapes grown here represent \$120,000 annually, and the three big wineries, with their capacity of 1,250,000 gallons, rapidly convert the fruit into wine. Two hundred and fifty carloads of grapes are brought to the wineries each year in addition to the supply from the local territory.

IThis cut shows the Green Valley Water Falls, Owned by the City of Vallejo, Source of Vallejo's Water Supply.



DAIRIES AROUND DIXON.

IN the vicinity of Cordelia, or Green Valley township as it is sometimes called, the dairy business has also been carried on with marked success during the past few years, but it is near Dixon, in the northern part of Solano County that this industry has been developed to the greatest extent. This most northerly located of Solano's large towns is in the center of a wealthy farming community, the perfect irrigation of which means rich returns for the land owners. In a territory where one well, sunk at a little expense and for the operations of which the expenses are only nominal, will irrigate one hundred acres of alfalfa, yielding five crops each year, is it any wonder that the dairy industry has been found a profitable business? And yet the dairy business is still young in this country but the profit from it bids fair to bring many homeseekers to this rich section within the next few years. The reclaimed marsh lands around Suisun, where ten thousand acres are available for dairy farms, will also produce much wealth for this county during the next few years.

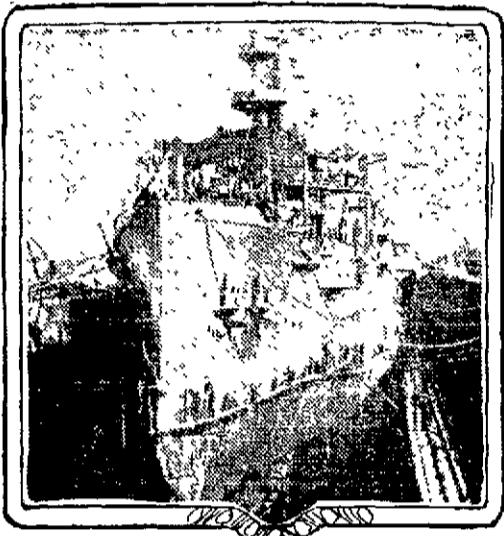
MANY INDUSTRIES REPRESENTED.

SO much for the products of the soil. But what of the other industries of Solano? What is the condition of the people who are not engaged in wresting their wealth from Mother Earth? Perhaps this can best be answered by the statement that the people of Solano—the greatest number of whom are to be found in Vallejo and the towns of the county—a year ago voted bonds to the amount of \$250,000 for the erection of a new courthouse at Fairfield, the county seat, separated from its sister town of Suisun

by only a railroad track. This building is now in course of erection and will be one of the finest in this section of the State. Fifty thousand dollars is also available for the erection of a branch county jail at Vallejo, the site for which will be purchased within the next few weeks at an approximate cost of twenty thousand dollars.

GOVERNMENT PLANTS.

SOLANO is fortunate in having located within her territory no less than three government plants, for no paying teller is better than Uncle Sam, and in this age it's money that talks. Greatest of these is the Mare Island Navy Yard and magazine, situated across the straits from Vallejo, while at Benicia is located the government arsenal, headquarters for army ordnance work on the Pacific Coast, with a pay roll



South Dakota in the Dry Dock at Mare Island.

of from \$40,000 to \$50,000 annually. The Benicia Barracks are the headquarters for the Signal Corps two companies being stationed there, and contributing materially to the business life of the town, while Benicia's many tanneries, her shipbuilding yards and her great agricultural works, the latter covering many acres, are a source of large revenue.

OVER TWO MILLION EACH YEAR.

IT is at the Mare Island Navy Yard, however, that the greatest industry of Solano County is to be found. Founded over fifty-five years ago, the Mare Island Navy Yard has become the great naval base on the Pacific, and with the opening of the Panama Canal and the eventual maintenance of a battleship fleet on this coast, is destined to play a prominent part in the history of the nation during the years to come. The fact that Mare Island will be the nearest government navy yard for the ships of the American navy when they enter the Pacific from the Panama Canal, and her close proximity to a great supply market—San Francisco—makes this yard the logical point for the great naval base which must be maintained on this coast if our supremacy in the Pacific is to be protected, and the \$17,644,057.09 which has already been spent by the government in the superb equipment of the yard will be augmented during the next few years by large appropriations for her further development, including money necessary for the dredging of the Mare Island Channel and the deepening of the approach thereto through San Pablo Bay—the latter a piece of work which is necessary, not for the accommodation of the ships of our navy—for did not the Missouri demonstrate to the world, during the visit of the battleship fleet in 1908, that she could go to the quay wall at Mare Island with ease—but in order that navigation for the vessels which ply up and down the Sacramento River may be improved.

There is an old saying, "In time of peace, prepare for war," and both history and experience during the Spanish-American war teach that it is necessary to maintain efficient forces at the government navy yards at all times if the government is to be prepared for any emergency which may arise. Governmental shipbuilding is therefore a necessity and with the record which Mare Island has already made there is no doubt that as the naval base on the Pacific Coast, she will not

(Continued on Next Page.)



Rio Vista Water Front, Solano County, Cal.

INTERESTS ARE MANY AND DIVERSIFIED

PURE FOOD PLANT IN OAKLAND.

As time progresses, and the public is awakening to the fact that sanitation is imperative to longevity, the pure food laws are becoming more stringent each day. The newspapers and magazines are waging war on impure products and business concerns, which specialize on food commodities, are in constant danger of penitentiary if they fail to conform to the statutes pertaining to food products. Campaigns of this character have been necessitated by unscrupulous dealers who sold condemned food articles at a profit, regardless of consequences. Spoiled meats, stale eggs, adulterated butter and milk have been imposed upon the unwary public in enormous quantities.

The sanitary condition of cold storage plants, dairies and creameries in many cases have been disregarded to such an extent that it became necessary for government inspectors to make reports that not only surprised but alarmed the public. Rigid laws were passed which

have greatly improved conditions, but as long as there are dishonest dealers, the danger still continues, although at present it may be dormant.

Since such evils are prevalent, is it not reassuring to know that there are certain concerns in Oakland which have treated their patrons with the utmost consideration and fairness?

Is it not gratifying that there are certain dairies which have healthy, well fed cows, properly housed and kept, that these cows receive as good treatment as if they were people; that every sanitary precaution is taken to remove the danger of tuberculosis, or other diseases? This is not due to pure food laws, but to the integrity of the owners of these dairies. An inspection of the plant of the Royal Creamery, one of the most sanitary in the State of California, not only reveals to what a state of perfection this character of business can be carried if properly arranged, but it also proves that George B. M. Gray is a benefactor to the city of Oakland in giving it cream and butter that is absolutely pure and that he conforms not only to the letter but to the spirit of the requirements of the pure food laws as

well. A visit to his plant at 309 to 319 12th street will convince the most fastidious that such are the conditions in every department. His butter, eggs and ice cream cannot be excelled. His plant is open at all times for inspection to any and all who will or may interest themselves.

SOLANO—THE COUNTY OF PLENTY (Continued.)

(Continued from Preceding Page.)

only handle the repairs of the battleship fleet which will eventually, and in the not far distant future, patrol these waters, but will also do her share in the further building of our greater navy.

A CASH CITY.

ND every dollar spent in the development and maintenance of the Mare Island Navy Yard means just that much in the development of Vallejo and the county of Solano. The largest city of the county, ideally located on clusters of hills overlooking Mare Island, the waters of San Pablo Bay and the Straits of Carquinez, Vallejo has been well termed the city of cash, for each week there is brought to the Mare Island Navy Yard, from the sub-treasury of San Francisco, between fifty and sixty thousand dollars in good gold coin, for the payment of the large force of men who find steady employment at the government station. This yard alone provides Vallejo with a yearly revenue of over \$2,600,000 under ordinary conditions, while the visit of the Pacific fleet, several cruisers of which come to the yard annually for repairs, means employment of an additional number of mechanics and the consequent material increase of the pay rolls. Last year four of the big cruisers spent approximately six months at the station, during which period a larger force of men than usual was carried.

MANY INDUSTRIES.

HERE are few cities of the state, either the size of Vallejo or larger, which can boast of this amount of money being placed in circulation each week. It is small wonder, then, that Vallejo is one of the best business cities of its size in California. But Mare Island is not the only source of Vallejo's revenue. Flour mills, established in the early days of California's wheat prosperity; lumber mills, brick works, tanneries, a salmon packing company, which ships to all parts of the world—these are a few of the industries which contribute to the prosperity of the city. In addition to the brewing companies, bottling works, etc., which are maintained, the yearly revenue in salaries and wages, from the industries here enumerated, amounting to \$800,000. This in addition to the large sum above mentioned, and the money paid out by the merchants of the city.

OUTLOOK FOR OIL FIELDS.

If the predictions of oil experts are verified, Vallejo will shortly be the center of a rich oil district. At the present time the Midas Petroleum Company is sinking wells on the several thousand acres which it has bonded between Vallejo and Benicia, and under which, it is claimed, there is a supply of oil which will prove as rich as that which have made the Bakersfield region famous.

SUPERB WATER SUPPLY.

ALLEJO'S water works are among the finest in the State and no city in California enjoys a supply of purer water than that which is brought down from the municipal reservoirs in Green Valley. That the water works are a source of revenue, and good revenue, for Vallejo, can be judged from the fact that in the month of November, 1909, the total receipts were \$7,408.86; operating expenses, \$2,180.86, leaving a clear profit of \$5,228.

TRANSPORTATION FACILITIES.

It has been said that all of Solano County is fortunate in transportation facilities. The main line of the Southern Pacific passes through the county, branches from Suisun to Napa Junction, connecting with the lines from Calistoga and Santa Rosa, while Vacaville is but four miles distant from the main line through Suisun, with which it is connected by a branch. Water transportation facilities are unusually good, but no section of all Solano has better transportation facilities than has Vallejo. Four round trips of the Southern Pacific Company each day give access to San Francisco within an hour and a half, while the Monticello Steamship Company, with its fleet of five steamers, provides equally fast time on its six daily round trips. The main office and machine shops of the latter are at Vallejo, where the company pays out over \$75,000 each year in salaries and wages. So great has become the business of this transportation company that the little steamer Monticello, the nucleus of the present fleet, is now used to tow the large freight barges which the company is obliged to use for carrying the immense amount of freight which goes over this line. The San Francisco, Vallejo & Napa Valley Railroad—the electric line connecting Vallejo with St. Helena and the upper Napa valley—connects with the Monticello Company's boats in Vallejo, thus bringing additional traffic through the latter city.

With such means for transportation, with a deep waterway capable of accommodating the largest steamers which might be sent to handle the output of its factories, with ideal locations along her waterfront for the establishment of big plants, and, not the least to be considered, an abundance of money in circulation, Vallejo fittingly stands forth as the rich city of a rich county. Prosperity's finger beckons onward both city and county: Vallejo, the city of cash; Solano, the county of plenty!

Anyone desiring information on any part of the Livermore Valley can receive the same on application to the LIVERMORE WATER AND POWER COMPANY. This land has excellent transportation facilities to Oakland and San Francisco as well as the East through Stockton and Sacramento.

The land around Livermore is particularly adapted to chicken raising and some of the best stock birds in the United States are raised there.

A. M. DUNCAN One of the Most Successful Business Men in the Bay Cities



Front View of the "El Monalda" Apartments, Taylor Street, North of Pine, San Francisco.

THE EL MONALDA APARTMENTS

Are of the Spanish Colonial type, containing three and four rooms, each apartment being equipped with every modern convenience, including portal, wall beds, gas ranges, steam heat, hot water, telephone and junior service. Every room in the house is abundantly supplied with light and sun. Located on the first floor is a spacious and elegantly furnished reception room for the use and comfort of occupants and guests.

Taylor street, north of Pine, San Francisco, Cal.

Had Faith in Oakland's Future.

W. B. Thomas, President, and A. Vander Naillen, Jr., Cashier, of the Telegraph Avenue Savings Bank, some two and a half years ago when times were not considered the very best and banks were having a little trouble all over the state, showed conclusively that they had faith in Oakland's future by organizing this little bank. Mr. Thomas had lived in this neighborhood for years, but Mr. Vander Naillen for thirty years had lived in San Francisco, but after a short residence here concluded to invest. These two gentlemen were fortunate in interesting fifteen of the business men in the neighborhood of the bank, and within six months had purchased one of the most desirable business corners and built upon a portion of the lot the present handsome little bank building and other improvements which are bringing a handsome rental income.



W. B. Thomas, President.....Real Estate

Dr. G. A. Dukes, 1st Vice-President.....Physician
Dr. A. S. Kelly, 2nd Vice-President.....Physician
A. Vander Naillen, Jr., Cashier.....Civil Engineer
W. S. Robinson, Secretary.....Accountant
W. A. Walker, Director.....Carpenter and Contractor
P. Cassidy, Director.....Blacksmith
E. Cavanagh, Director.....Sewer Contractor

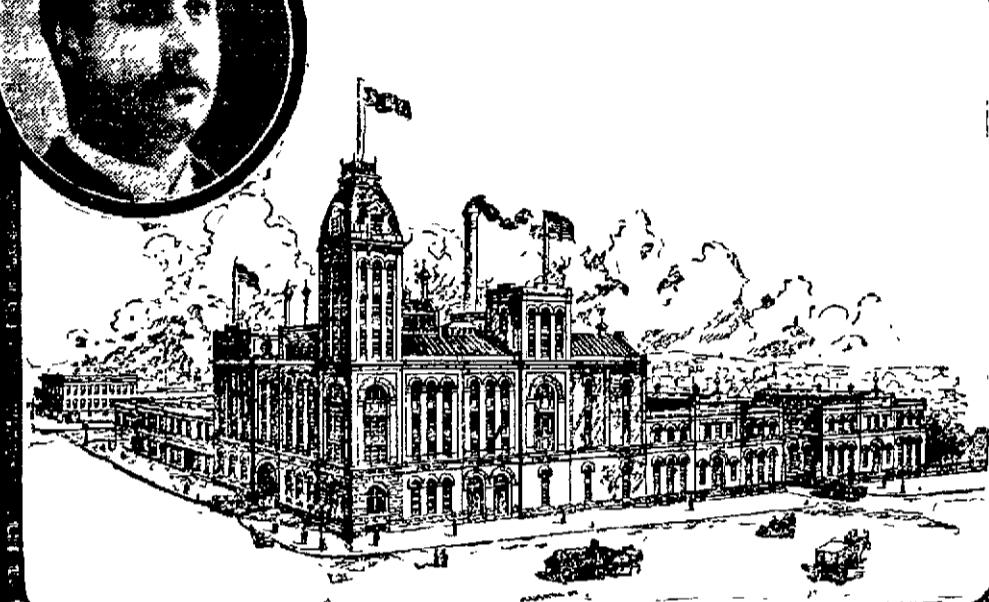
One of the very few banks who built their own building before commencing business, and who never paid a cent commission for selling stock—a fact that few other cities can boast of.

W. E. Smith, Director Butcher
L. H. Scott, Director Plumber
B. Solar, Director Wine Merchant
P. McDonnell, Director Florist
J. W. Anns, Director Civil Engineer
F. H. Dettner, Director Printer
Capt. Z. J. Hatch, Director Steamboat Owner

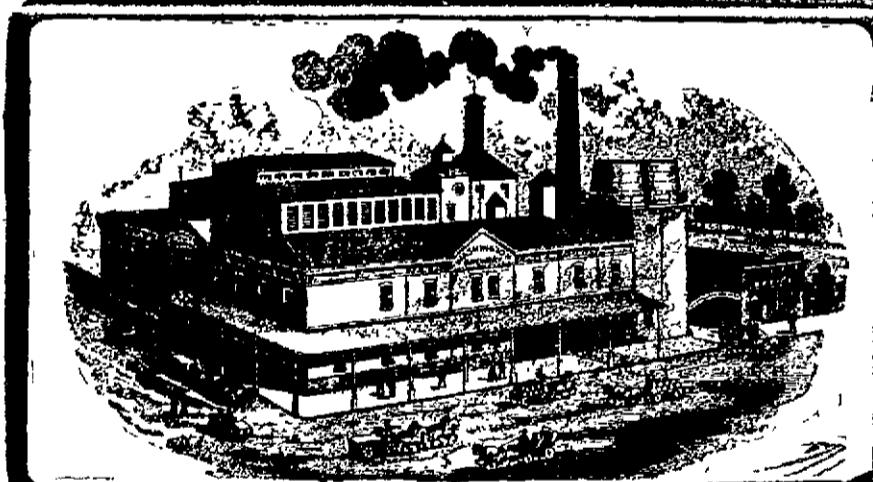
THE OUTPUT OF THE

GOLDEN WEST BREWING CO.

COVERS EVERY PART
OF ALAMEDA COUNTY



THE PLANS OF THE GOLDEN WEST BREWING CO.



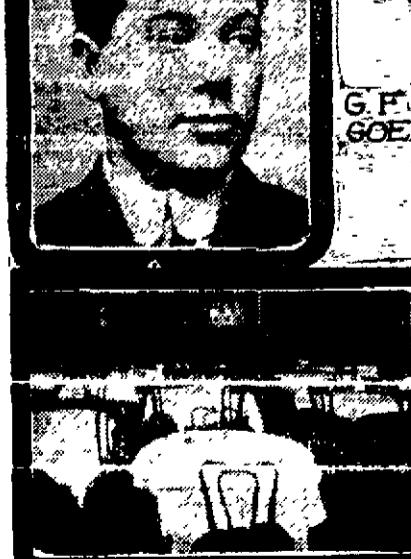
WASHINGTON BREWERY



G.F.
GOERL



KRAMM'S BREWERY
JOE KRAMM, SEC.



CHAS. HEYER, TREAS.



ANCHOR BREWERY

Phenomenal Development of Petaluma District

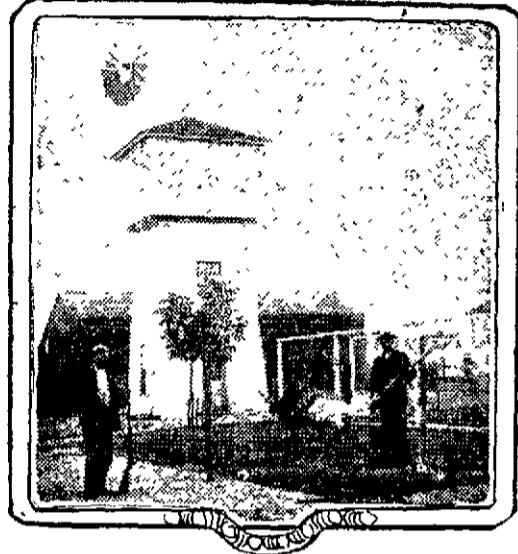
UNTOLD WEALTH ATTRIBUTED TO POULTRY RAISING.

Poultry raising as an industry of Sonoma county passed the experimental stage as long ago as 1870, and has grown to be a tremendous factor in the wealth and prosperity of that section centering around Petaluma. Favored by natural resources and climatic conditions which have proven to be particularly adapted to this industry, the community has become world famous for its enormous output of eggs—over one hundred million eggs shipped in the year 1910.

Great as this showing may seem, it is a fact that the opportunity here presented to those seeking profitable investment in California farms today, is more apparent and more a certainty than ever.

COTATI THE RESULT OF EXPANSION.

No greater proof of the rapid growth of the poultry industry in Sonoma county could be asked for than the opening up of the great Cotati district, which is just beyond Petaluma. The demand for five, ten, twenty-acre farms brought this big grant of thousands of acres on the market, and the vast number of sales



PART OF D. W. BACHELOR'S OLD HOME AT COTATI.

recorded in the last few months has established an all time record in California country land selling. Forty sales in a single day by one real estate agent is no exaggeration.

COTATI ON THE MAP.

Cotati is on the Northwestern Pacific Railway map, and is an important station forty miles from San Francisco, where all trains make a regular stop. The freight rate is the minimum to the bay cities markets, and other transportation facilities are afforded by boat and the Petaluma and Santa Rosa electric line.

THE COST OF LAND.

As compared with the cost of land for other lines of agriculture, Cotati offers wonderful opportunity for a rapid increase in valuation. The best of land for \$200 an acre, also good land at \$100. On one acre of ground can be raised and kept 400 laying hens the year round. Considering that these hens will net the owner from \$1.00 to \$1.25 a year, it is clear enough to see how an investment compares with what is offered in other directions. The Cotati Company offers its lands for sale in subdivisions ranging from two and a half acres upwards. Small cash payments only are required, with plenty of time to pay the balance.

FACTS AND FIGURES.

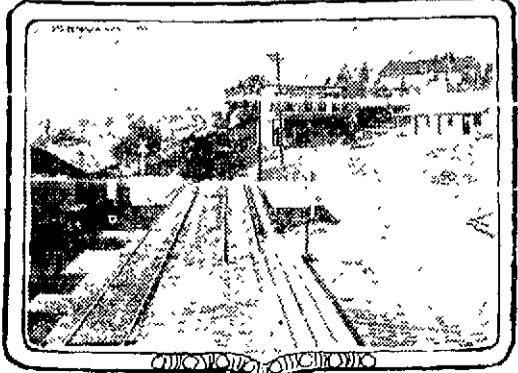
A quarter of a billion chickens and other poultry are consumed in the United States every year. The consumption of eggs is about eighteen per capita. About half a billion dollars' worth of poultry and eggs are consumed yearly in this country, so any one may enter on the raising of poultry and eggs without fear of not realizing good prices. The raising of broilers, roasters and capons for the market may be made a paying occupation on an egg farm.

THE TOPOGRAPHY OF COTATI.

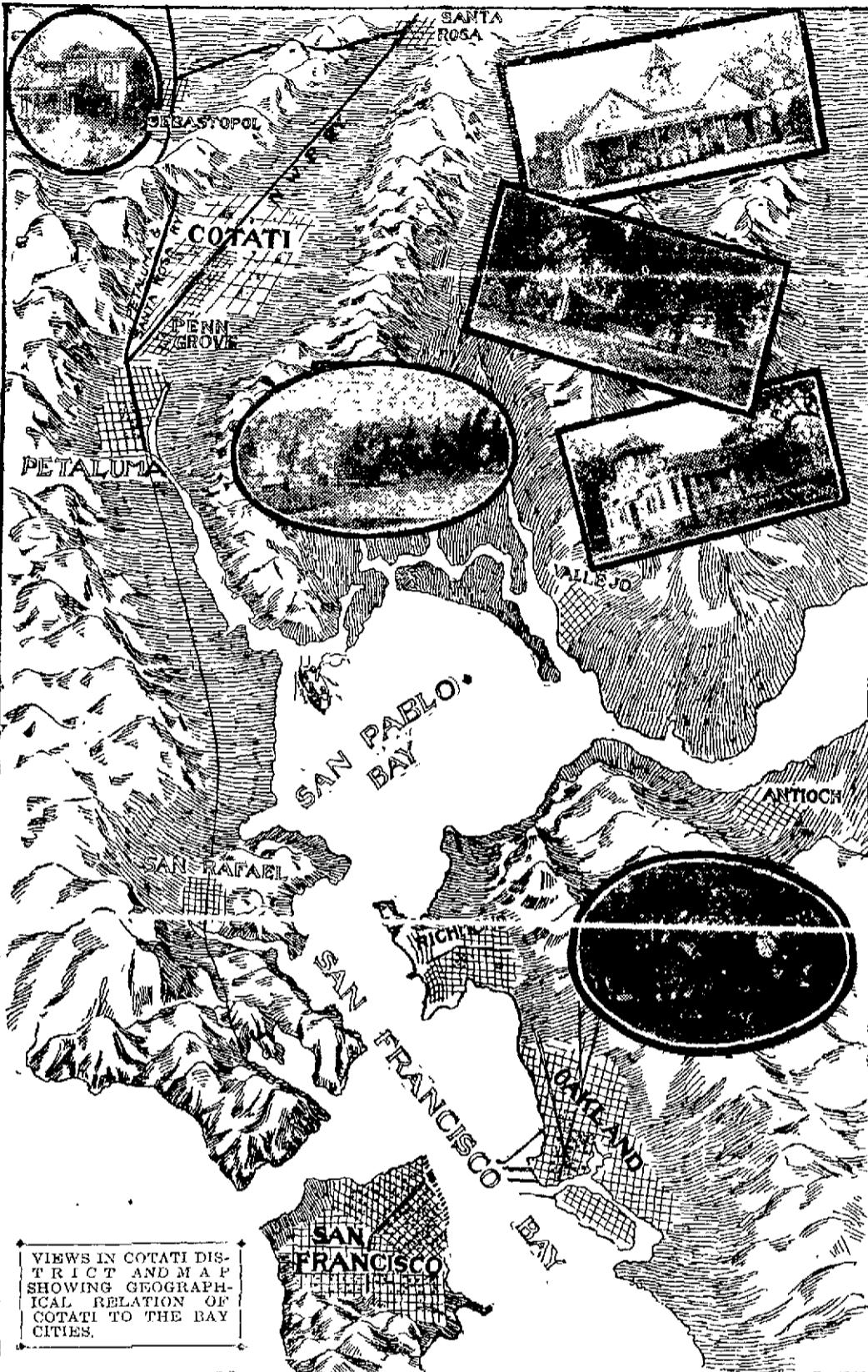
The surrounding country is marked by low lying hills and gentle slopes, giving admirable drainage. The soil is a sandy loam on which poultry thrives, and retains moisture the year round. The Sonoma valley is traversed by many streams which wend their way to the bay, among them being the Petaluma creek, which abounds as far as the eye reaches and the smallest subdivision is almost sure to have at least one of these magnificent oak trees within its bounds, in some cases a veritable grove.

A PLACE THAT IS—NOT TO BE.

Naturally you wonder what is to be seen at Cotati now, if you should make the trip to look the country over. The townsite is laid out on extensive plans and there is marked evidence of it rapidly becoming a thickly settled community. Bungalows of the most modern type are springing up in countless numbers,



N. W. PACIFIC STATION AT PENNGROVE



and as is necessary in the poultry business, great numbers of chicken houses, brooders and other outhouses are in evidence. Children can go to school at Cotati with the same assurance of being properly educated as though they were sent to any large city's school, and there are several churches of different denominations to look out for the moral welfare of its residents. There are stores to supply immediate needs and promise of an increased busy center.

ALFALFA LAND ALSO.

Within a short distance of Cotati land peculiarly and especially adapted to alfalfa is available at exceedingly moderate cost per acre. Little has been done in this direction as most every one centers their thought and effort on the poultry business, but when the actual productive value of this land becomes better known, there will be untold wealth added to the community. The development of this land with a view to raising hogs is especially recommended.

PEOPLE CLAMORING FOR COUNTRY LIFE.

It is hard to imagine any spot in all California that would appeal to people, who have tired of city life, more than the Cotati district. The ideal country life, yet within two hours ride of San Francisco and Oakland. Added to the pleasure of living close to nature, is the thirst which comes as the result of pleasant exercise. Not to be seen in any other part of the whole United States is a peacock farm conducted by Mr. C. T. Sanders, who after twenty-five years of city life, turned his attention to poultry raising more as a pastime than for profit. Although not common, the peacock is "The King's Dish" in England, and the only peacock banquet ever known in the United States was held in San Francisco, the birds having come from Mr. Sanders' experimental farm.

A PLEASANT SUNDAY OUTING.

It is educational to say the least, to visit Cotati and surrounding country. If one has never seen a chicken farm where laying hens are counted by the thousand and tens of thousands, this in itself will be a sight worth while. A visit to the hatcheries where millions of little chicks are hatched and sold to those not experienced in operating incubators, is a revelation. When a day old the chicks sell usually at about

ten cents each, and it is a common occurrence to fill orders for four and five thousand to individual buyers. The percentage of loss is very small and the fact that there are many of these large hatcheries where hatching is a daily event, proves this the more practical and satisfactory method of starting the flock, rather than experimenting with one's own incubator.

AWAY FROM FOG BELT.

Strange as it may seem, Penn Grove and Cotati are practically out of the fog belt. It is not meant by this that the fog never reaches these towns, but it is so rare that when it does come it is more welcome than objectionable.

Cotati is so situated that the heavy fogs which follow up the bay, rarely get any further than the town of Petaluma, if that far, and on the north toward Santa Rosa, heavy banks of fog can be seen which were blown up the Russian River from the ocean, while at Cotati the sky is clear and beautiful.

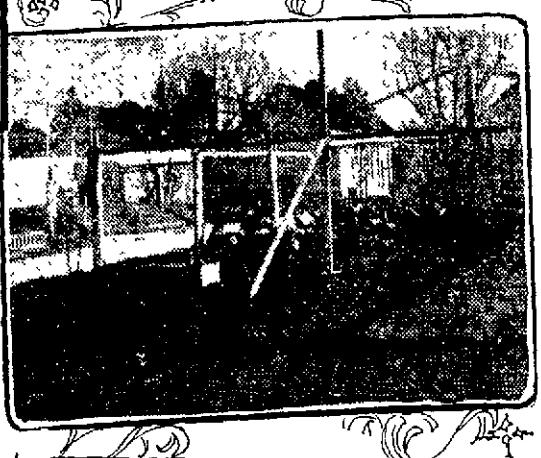
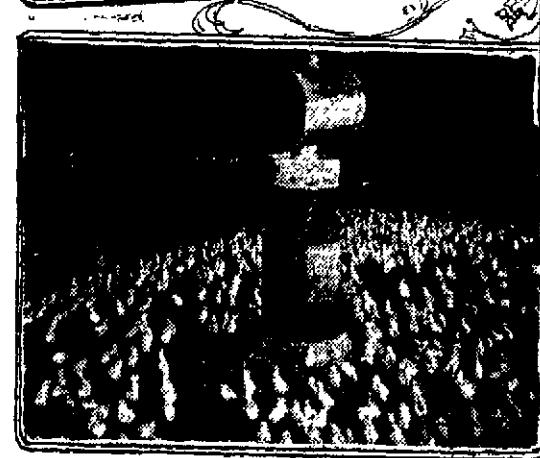
PLEASANT OCCUPATION FOR WOMEN.

A good many chicken ranches are owned and conducted successfully by women, and in many instances the women folk manage this source of income while the men folks engage in other occupations requiring greater physical ability. The zeal displayed by every member of a family around chicken ranch is astonishing to city people, and yet there is none of that back-breaking drudgery in the woman's lot in other phases of farm life. Self-supporting women with small capital should by all means investigate this opportunity, as it offers them a greater income than any investment they could put their money into, where immediate returns are necessary. No doubt in the world has shown fewer failures than the poultry industry around Cotati.

OFFICE AT PENN GROVE.

Most of the available land described herewith is under the supervision and care of Mr. D. W. Batchelor, who holds forth at Penn Grove, one station this side of Cotati. Visitors to this great poultry center will find Mr. Batchelor an inexhaustible source of information and a reliable guide to follow in seeking property for sale. Buy your ticket to Penn Grove on the Northwestern Pacific. As at Cotati, all trains stop daily at Penn Grove.

Petaluma, the Largest Poultry Center on Earth



A Petaluma Park - Chicks in the Brooder.

Only thirty-six miles north of San Francisco, on tide water, is situated the city of Petaluma, the greatest poultry center on earth, a city of twenty-five factories, a city of good schools and churches, of fine streets and beautiful parks and homes.

This city of "feathered bipeds" is recognized as being the best city for its size in the state. Why? Because it is the greatest in a great industry which nets a good safe return and which safely nets a greater profit upon the amount invested than any other legitimate investment. Fresh eggs and poultry are always in demand—they always will be.

The facts which have placed the crown of greatest success in the hands of Petaluma are as follows:

An ideal climate, no extreme heat or cold; the topography of the country—the low lying hills and gentle slopes giving admirable drainage; the good sandy loam soil; the nearness of Petaluma to San Francisco, with rail and water transportation; cheap freight (a case of thirty-six dozen eggs may be shipped to San Francisco and the case returned for eight cents). Petaluma eggs command a premium. They are the highest class eggs that are marketed.

The average chicken ranch consists of from five to ten acres, upon which are placed from 500 to 6000 hens. There are, however, larger ranches which support up to 30,000 hens. The capital required to equip a poultry ranch from which an immediate and good income can be obtained, involves from \$3000 to \$5000, according to improvements, the prices of land varying from \$140 to \$250 per acre, according to location, etc. In case of renting, however, about \$1500 is needed to start the prospective poultryman. The average profit per hen per year is \$1.00, and the average price per year for eggs is 30 cents per dozen.

This city, which is receiving an income of \$700 for every hour during the week, has made wonderful progress and we are pleased to give the following statistics:

Eggs.	Poultry.
1905	3,827,051 doz.
1909	7,159,481 doz.

Making the wonderful increase in the shipment of eggs of 3,332,420 dozen and in that of poultry 80,626 dozen. Such an unprecedented growth in an industry signifies that its merits are unequalled.

We immediately realize that this marked prosperity has a very valuable bearing on population, assessments

Poultry Scene, Petaluma. A Cozy Cottage at Penn Grove, Near Petaluma.

and finances. Our population has increased 55 per cent since the last census. In referring to assessments we find an increase of \$1,700,305—that of 1905 being \$2,230,840 and in 1900 \$3,920,145. In comparing the deposits of the six progressive financial institutions of our city, we find that in 1905 they amounted to \$2,864,100 and in 1900 to \$1,400,000.

DIVERSIFIED FARMING.

The productive resources of Petaluma are by no means limited to the two already described. A statistical table prepared by the Chamber of Commerce gives the following list of exports: Wheat, corn, barley, oats, hay, potatoes, hops, wine, wool, olive oil, sugar beets, grapes, prunes, pears, plums, peaches, cherries, apples, berries of all kinds, English walnuts, almonds, asparagus, tomatoes, artichokes, celery, onions and cucumbers, butter, milk, cream, cheese, tanbark, cordwood, railroad ties and calves and hides.

The large dairy ranches covering our fertile hill-sides export annually many tons of choice butter. A French cheese factory, situated on eighty acres of land on the outskirts of this city, manufactures the famous brands of cheese. The product of this factory is consumed in San Francisco and throughout the State and has the reputation of equaling the famous Brie and Camembert of France. Numerous creameries are most successfully conducted within a radius of a few miles of our city. Apples, which do well in only a few portions of the State, are here in their best and are grown in large quantities, and from Cherry valley, commencing within the corporate limits of the city, are shipped tons of early cherries. Freight rates are extremely low. It costs to ship a box of apples to San Francisco 4 cents, a chest of berries 10 cents, a 100-pound case of butter 25 cents, and grain, potatoes, hay or wool 60 cents per ton.

PETALUMA A MANUFACTURING CITY WHERE RAIL AND WATER MEET.

Petaluma is one of the most favorable points in California for manufacturing enterprises. Over twenty-five factories are now in active operation, including the Carlson-Currier Silk Mills (the only one west of Michigan), the Elsesser-Heymann Overal Factory, Western Apple Vinegar Factory, Petaluma Egg Case Filler Factory,

Water Front Scene, Petaluma. The Only Peacock Farm in the United States at Coatti, Near Petaluma.

White Leghorns On a Petaluma Farm

Burrows Box Factory, the Corliss Gas Engine Factory, Petaluma Incubator Factory, Petaluma Pasteurized Macaroni Factory, the Petaluma and Sonoma Tannery, Golden Eagle Milling Company, George P. McNear (feed and grain), Must Hatch Incubator Factory, Coulson Poultry and Stock Food Company, Vestal & Church (poultry foods), Western Refrigerating Company, Camm & Hedges Planing Mill, Cavanagh Lumber Company, Hopkins Lumber Company, Nolan-Earl Shoe Factory, California Saddle and Tree Factory and the large winery of Lachman & Jacobi.

The shipping facilities of Petaluma are second to none. Standing at the head of navigation on Petaluma river, an arm of the San Francisco bay, it possesses the highway of the seas to the great metropolis and all Pacific towns. The government expends annually thousands of dollars rendering this waterway of priceless value, deeper and better. Two daily steamers and a fleet of sailing craft carry passengers and freight between Petaluma and San Francisco. The passenger tariff is 50 cents each way and freight is transported for 50 cents to \$1 per ton. Drayage service is 50 per cent cheaper here than elsewhere.

The California Northwestern not only gives most excellent service between this city and San Francisco, but extends northward, tapping the most extensive body of redwood in the country. The passenger fare to San Francisco is \$1, with road trip tickets on Sundays for one fare. Commutation tickets may be secured for one and one-third fare.

The electric railroad, which extends through the great poultry belt, also furnishes convenient, frequent and inexpensive transportation to the northern part of the county and has steamer connections from Petaluma to San Francisco.

INTERIOR PETALUMA HATCHERY.

The Petaluma Hatchery, on Main street, Petaluma, is owned and operated by L. W. Clark, with the help of one assistant. This time of the year he is unusually busy, the demand for his chicks being so large that orders months ahead are contracted for. He has a score or more of 1200-egg incubators, the total capacity being about 50,000 eggs. Hatched twice a week, and with his superior knowledge of the work, too much emphasis cannot be laid on the success of the chicks he ships out, whether on a three days' journey or close to its town.

Prompness is his byword, as well as satisfactory service, and in hatching high grade stock, such as White Leghorns, Black Minoras, Barred Plymouth Rocks and Rhode Island Reds, his reputation is wide spread.

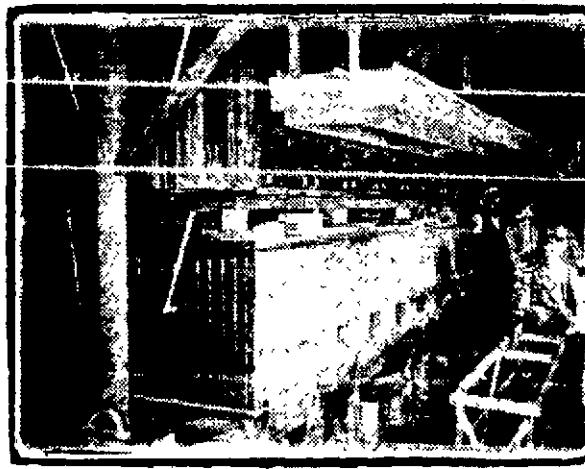
BIHN HATCHERY, THE LARGEST IN THE WORLD.

Petaluma has the reputation of having the largest hatchery in the world. The one pictured herewith, of which William Bihn is proprietor, is located in the city limits of town, about ten minutes walk from the business section, and was established in 1904.

To visit this hatchery is well worth a trip to Petaluma, 35,000 chicks being hatched weekly, half that number on Monday and half on Thursday. It is not unusual for 185,000 chicks to be hatched in one

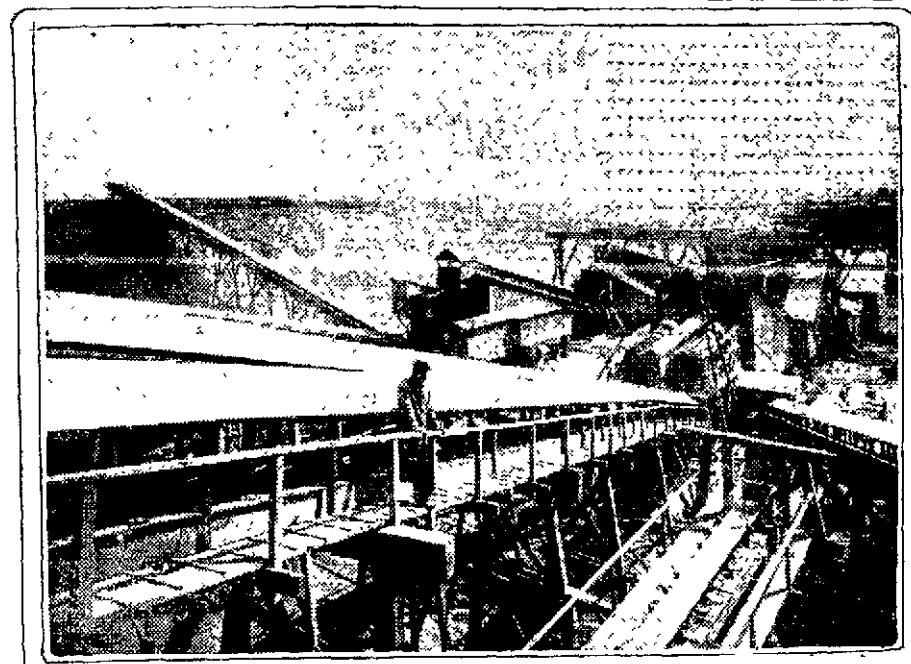
month during the busy season.

Altogether forty-eight incubators are in this hatchery, some holding 7000 eggs each. A new addition has recently been completed on the already large building to accommodate the increased demand for their chicks, which are shipped to any point not over four days travel from Petaluma. Their work is absolutely first class, and sanitary conditions are closely observed.

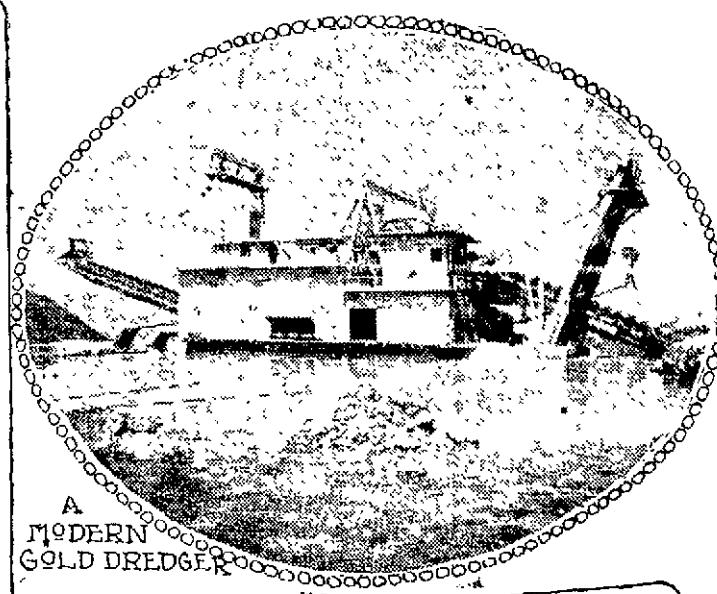


GOLD DREDGING AS A CALIFORNIA INDUSTRY

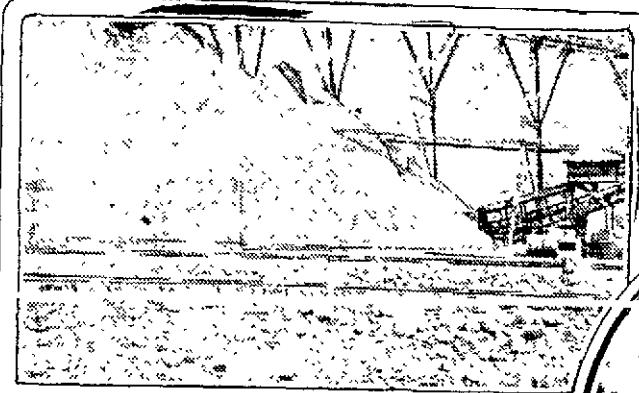
W. P. Hammon, the Pioneer Dredging Operator



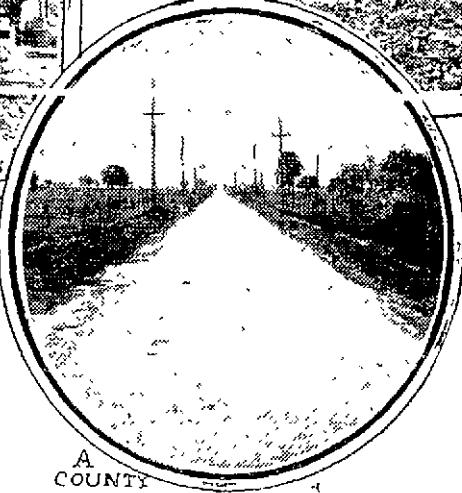
ROCK CRUSHING PLANT
NEAR FOLSOM CAL.



A MODERN
GOLD DREDGER



THE CRUSHED ROCK READY
FOR THE MARKET.



A ROCK CRUSHING
PLANT ON DREDGED
LAND

THE recent announcement in the newspapers that California again led in the list of gold producers during the past year was made possible only by the gold dredgers, and is a striking illustration of the advance made by one of our youngest, but most vigorous, industries.

Twelve years ago gold dredging was practically unknown in this state. Today there are over sixty-four dredging machines in operation, representing an investment of \$7,205,000. Over fifteen hundred men are regularly employed on the gold ships, their yearly wages amounting to \$1,587,000. Between 1898 and 1908 over \$25,000,000 in gold was produced by the dredgers, and during the year 1909, \$6,870,000 in gold was washed from the gravel handled by these machines, making a total of \$31,870,000 to the credit of this industry. Nor do these figures take into account the by-products resulting from the operation of the dredges, for, as will be told later, the dredge tailings resulting from the operation of the machines are being worked up into the finest grade of macadam and crushed rock to be found in the state. Hundreds of men are employed in this new industry, and after the unsightly piles of cobblestones and boulders are made into the finest automobile roads or concrete bridges, the lands from which the material has been taken are left in good condition for agricultural and horticultural purposes. Some of the finest fruit trees and grape vineyards in the state are growing on former dredging ground, and are annually adding to the productive wealth of our state.

The success of the dredging industry is due more largely to Mr. W. P. Hammon than any other individual in California. About twelve years ago Mr. Hammon was a large fruit grower at Biggs, in the Oroville district, and, while engaged in sinking a well on his ranch along the Feather river, noticed that the sand and soil lifted from the well was thickly filled with grains of gold, and he immediately turned his attention to devising a plan for extracting it at a profit. The dredger method resulted, crude and unsatisfactory at first, but involving the right principle. Mr. Hammon has, since that time, become known as the "Dredger King," because of his close connection with that industry. It has made him very wealthy, but he in return has developed an industry that produces millions each year from formerly worthless washes, and incidentally has solved the problem of reclaiming these waste places for horticultural use.

Gold dredging was not a new thing when Mr. Hammon commenced his mining operations, for it was being carried on in New Zealand and some attempts had been made to introduce it into this country, but without success. The first successful dredge operated in the California field was built at Oroville for the Feather River Exploration Company, organized by Mr. Hammon and his associates. It was designed by R. H. Postlethwaite, a New Zealand engineer, and was built by the Risdon Iron Works. It commenced work on March 1, 1898, and during its long life produced a small fortune for the owners. The Feather River Exploration Company was merged into various other consolidations and finally became a part of the present Natomas Consolidated of California, a large operating company.

Meeting with the success he did, Mr. Hammon ex-

tended his operations to include the organization of many new companies to develop the dredging fields secured by him. These companies included the Boston & California Dredging Company, the Boston & Oroville Dredging Company, Oroville Gold Dredging & Exploration Company, and the Bear River Mining Company, all of which were subsequently merged into the Oroville Dredging Limited. Another large producing company controlled by Mr. Hammon is the Yuba Consolidated Gold Fields, whose lands are among the most valuable in the state. He is also interested in dredging companies operating in other fields. Due to the unequalled success of every dredging company organized by Mr. Hammon, he has come to be recognized as the foremost dredging expert in the country.

The present day dredger is a monster affair, original in detail, its peculiar devices adopted and adjusted to the needs that experience taught necessary. The development of electric power has contributed largely to the success of these machines, for they require the mighty power generated from the falling waters of the mountains to keep whirling and whirling the combination of buckets, cogs and riffles of which they are composed.

A modern dredger costs a small fortune and is composed of massive but intricate machinery for doing its work. There are sixty-eight buckets on the endless chain, which dig down fifty feet or more in quest of the gold, and each bucket weighs about two tons, a total weight in empty buckets alone of 136,000 pounds. Each of these buckets will hold thirteen and a half cubic feet of earth. The average empty dredge weighs complete over 2,000,000 pounds. One tie-post of solid steel, to which the dredge is fastened while at work, weighs over 92,000 pounds. A big machine of this sort will scoop out 10,000 cubic yards in a twenty-four-hour day, for all dredgers work night and day. During August of last year, the record dredge on the Yuba river handled 809,000 cubic yards of gravel. In the Arroyo d'ars, it kept a placer miner busy to handle four cubic yards. One dredge of the present is doing, therefore, the work of 2500 miners of '49, and as there are over sixty dredgers in the California field, their combined work foots up fully the output of an army of 150,000 pick-and-shovel miners.

The method of operation is very simple. The ground down to bedrock is scooped up by the big buckets and deposited in great revolving screens. Here it is washed, the finer particles dropping through the screen onto gold plates, where the gold is caught by quicksilver, thus forming an amalgam. The debris is

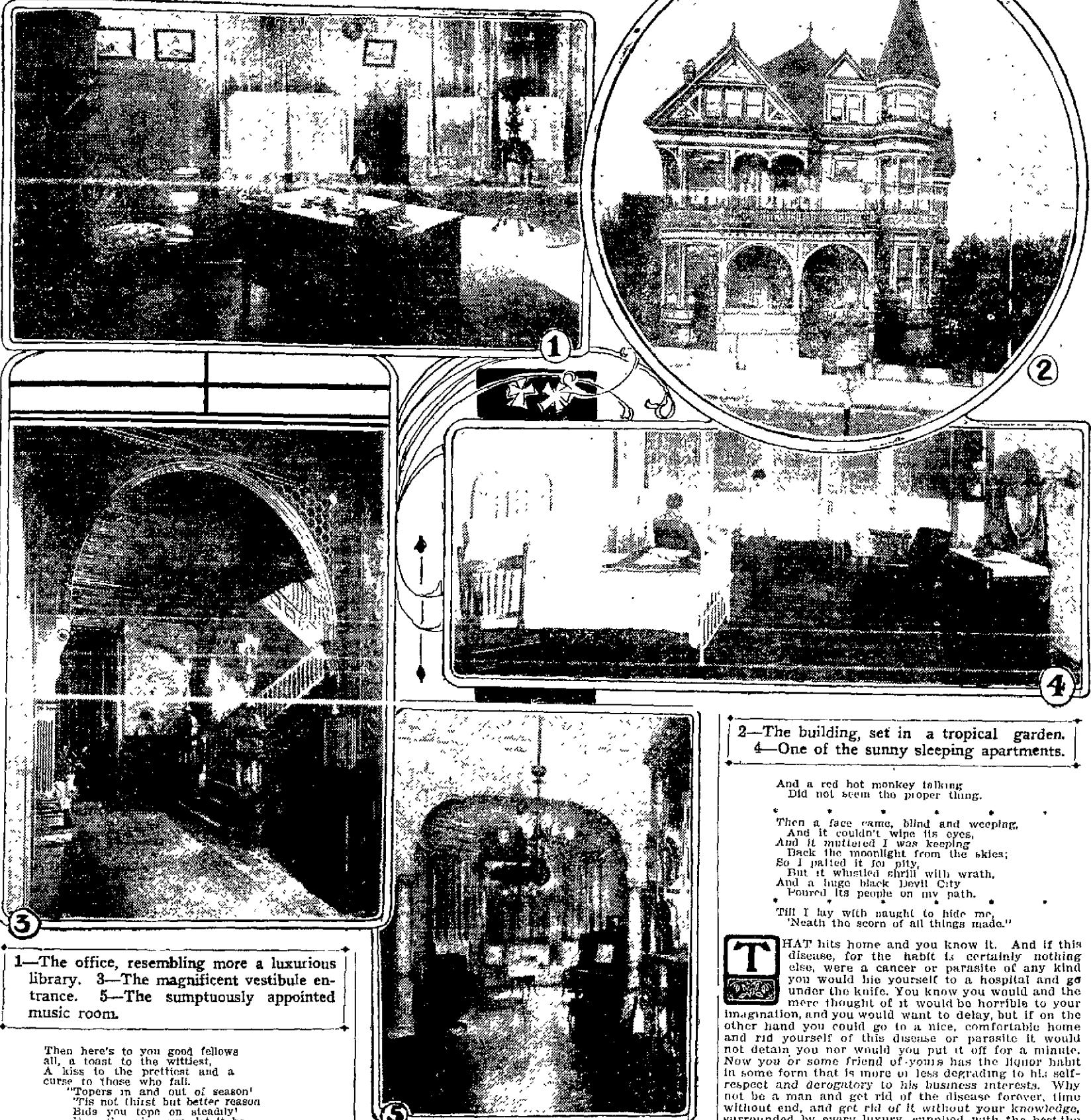
washed away, while the cobbles and larger stones are carried directly from the screen to what is known as the "stacker," and by the stacker they are carried to the rear of the boat and piled in great heaps.

Incidental to the dredging operations carried on by the Yuba Consolidated Gold Fields, the company is engaged in the construction, for the United States government, of a great training wall across a portion of the overflow region of the Yuba river above Marysville, and the work of placing these miles of banks, which will restrain 100,000,000 yards of loose earth from washing down stream, is under the direct control and guidance of the officials of the war department.

Following the history of all mining, the present gold dredging districts are bound to work themselves out when the gold bearing gravel is exhausted. Knowing this, one of the largest companies in which Mr. Hammon is interested conceived the idea of creating a new industry by crushing the hard granite tailings left by the dredgers and selling the product for road making and other purposes. At first difficulty was encountered in crushing the cobblestones, owing to their extreme hardness and rounded condition, but this was overcome by designing special crushers for the plants. The crushed stone was instantly recognized as being especially suitable for railroad ballast and macadam for highways, and the new industry has grown to large proportions, employing hundreds of men. The plants, of which there are three, each having a capacity of from 1,000 to 2,000 tons per day, are located on the barren wastes left by the dredgers, and the cheapness of handling has enabled the product of the crushers to be sold at so moderate a figure that an impetus has been given the "good roads" movement in the Sacramento valley, and miles of splendid roads are being built with the dredge tailings. In fact, the success met with through this by-product of the dredger has led the same company, the Natomas Consolidated of California, to embark upon a reclamation enterprise destined to develop a vast area of the unproductive lands of the Sacramento valley. Backed by the assets of their gold dredging and rock crushing properties, they propose to reclaim something like 80,000 acres of tule lands lying along the Sacramento river, using the crushed rock of their own plants for the construction of the fifty-seven miles of levees designed to protect the lands from overflow, and in the construction of the miles of conduits necessary to carry the irrigating waters to all parts of their property. In addition, more than 125 miles of macadamized roadbed will be built on their own lands.

With the clearing of the dredged areas through the removal of the cobblestones for the crushers, another industry has grown up, for it was found that eucalyptus and other trees would thrive and wax strong in the dredged washes. Thousands of trees have, therefore, been set out, most of which are growing successfully, and at the last California State Fair numerous varieties of fruit were exhibited, all of which were produced from trees growing on abandoned dredging lands. Grapes will also thrive on land of this character, and the showing thus far made has been so encouraging that plans have been made on a large scale to reclaim thousands of acres for agricultural purposes, and the years to come will see great forests of eucalyptus, splendid orchards and thriving vineyards taking the place of now barren wastes, and the permanent wealth of the state will be immensely increased thereby.

THE GATLIN INSTITUTE



1—The office, resembling more a luxurious library. 3—The magnificent vestibule entrance. 5—The sumptuously appointed music room.

Then here's to you good fellows all, a toast to the wittiest, A kiss to the prettiest and a curse to those who fall.

"Topers in and out of season! 'Tis not thirst but better reason Bids you top on steadily! Pass the wine cup, let it be Filled and filled for bout on bout!

Never sleep! Racy jest and song flash out! Spirits leap!"

"Those who cannot drink their rations, Go, begone from these ovations! Here's no place for bashful boys, Like the plague, they spoil our joys. Bashful eyes bring rustic cheer

When we're drunk, And a blush betrays a drear Want of spirit.

"When your heart is set on drinking, Drink on without stay or thinking, Till you cannot stand up straight, Nor one word articulate! But herewith I pledge to you

"Tis fair health! May the glass no mischief do, Bring you wealth!"

ND good fellows all, does it not seem the only life? Is it not great to feel that anything you do at the time is right and not only right, but more than right? Is it not great to get up among your fellow men and shout in your exaggerated condition of owlish wisdom your wondrous platitudes, ancient as Plato, your marvelous philosophies, old as Socrates, and your mass-grown stories, time-worn as the Thousand and One Tales of the Arabian Nights themselves, for there are no tales not contained in their philosophies?

It is not great, we ask you? And we answer, It is NOT!

And the reasons, do you ask. God help most of you in your besotted and befogged lack of power that you need ask for reasons; but let us suggest a few lest you forget. First, to you who, early in the habit, becomes intoxicated in what is known as a "gentlemanly way." Think of the numerous times that you, a man in comfortable circumstances, have overstepped these bounds

and the next morning with a splitting headache and tongue like sandpaper have called faintly for an ice-pack and, unable to meet the look of soft reproach in your wife's, mother's or sister's eyes, have asked her to call your office and tell them for you, with some lying statement, that you have a severe attack of la grippe, or what not. And don't you remember lying in bed cloaked with a deep sense of humiliation and trying to remember how many different kinds of an ass you had made of yourself the night before and just where and when you must have appeared the most ridiculous.

And then when you get around again feeling rather quiet with about thirty cents left in your pocket, you recollect the kind friends that added to your misery and humiliation by telling you just where and when you were the most asinine.

And second you poor devil who cannot afford to remain in bed the next day but have to go to your daily grind with every nerve crying for rest and your stomach feeling like parchment old as the mummies of ancient Egypt themselves. Gad, didn't you spell remorse with a capital R and didn't you swear off and say "Never again" —but didn't you keep right on until you got into the class we are going to tell you about. That last class of all before nature spells FINIS. That class marvelously expressed in Kipling's terrible "La Nuit Blanche"

"I had seen, as dawn was breaking And I staggered to my rest, Turn Devil softly shaking From the Calt Road to the crest, I had seen the spurs of Jakko. He aye and quiver, swell and sink Was it earthquake or tongue, Day of Doom or Night of Drunk? In the full fresh, fragrant morning I observed a canary crawl, Laws of gravitation scowling, On the ceiling and the wall; Then I watched a fender walking, And I heard gray leeches sing,

2—The building, set in a tropical garden. 4—One of the sunny sleeping apartments.

And a red hot monkey talking Did not seem the proper thing.

Then a face came, blind and weeping, And it couldn't wipe its eyes, And it muttered I was keeping Back the moonlight from the skies; So I pitied it for pity, But it whistled shrill with wrath, And a huge black Devil City Poured its people on my path.

Till I lay with naught to hide me, 'Neath the scorn of all things made."



HAT hits home and you know it. And if this disease, for the habit is certainly nothing else, were a cancer or parasite of any kind you would lie yourself to a hospital and go under the knife. You know you would and the mere thought of it would be horrible to your imagination, and you would want to delay, but if on the other hand you could go to a nice, comfortable home and rid yourself of this disease or parasite it would not detain you nor would you put it off for a minute. Now you or some friend of yours has the liquor habit in some form that is more or less degrading to his self-respect and derogatory to his business interests. Why not be a man and get rid of the disease forever, life without end, and get rid of it without your knowledge, surrounded by every luxury, supplied with the best the market affords in wet and dry goods, and in a home, not a hospital, that has all the privacy of your own house? And now a short description of the home

WALK up Golden Gate avenue, walking west a block and a half from Fillmore street and on the north side you notice a little off the street, set in the midst of a tropic garden a stately mansion of the solid, aristocratic type of the "fine old home." There is where you will live for three days. Open the gates, climb a few steps and you are ushered into the vestibule arched handsomely as cathedral domes, your footfalls oftened by rugs of Persian history. Then to your right the office, resembling more the library room of the homes of luxury where the big heavy-mantled open fireplace lends a touch of solid comfort, and engenders the desire to sit around a cold winter's night and many a brave tale unfold of warriors bold, the hunter's craft or the fisherman's skill. Wandering on we find the music room, of hardwood floor and frescoed ceiling and marble fireplace but comfortable withal with chairs of velvet softness and couches invitingly to lounge while the glorious strains of the old masters reverberate from wall to wall; or possibly your mind lends itself to a dance to the topical real tune of the latter day masters of rag-time.

Now let us mount the broad stairway to the next floor where we find the bedrooms large light and airy, clean as a hound's tooth and sanitary as a Pasteur filter, with the sun god Apollo pouring his light rays through seven large windows. From these same windows can be seen the busy marts of commerce in the far distance and right below us is the garden tropical in its beauty and abundance.

Look well, man, at this room, for it will be, if you wish, the graveyard of your will craving for liquor, the curse of mankind.

"If I thought I would never be known I might

Continued on next page.

FIRE DEPARTMENT ONE OF BEST IN WEST

Installation of High Pressure Salt Water System Adds to Efficiency of Force and Protects Entire Business and Commercial District of Oakland; Noted for Discipline and Organization

THE Fire Department of Oakland is recognized as one of the most efficient in the West, and shows, for a city of the size of Oakland, a record of the smallest percentage of loss of any department in California. In the year 1910 the total loss from fire was \$136,174.95.

When it is realized that Oakland has a total area of 57.7 square miles, and that property in Oakland has an assessed valuation of \$126,110,200, this record is remarkable. The force numbers but 208 men, but for 1000 firemen the department not having been permanentized.

The efficiency of the department is credited to Fire Marshal N. A. Ball, who is recognized as one of the greatest fire fighters on the Pacific Coast. The force is well disciplined and is organized and systematized to the highest efficiency.

The greatest improvement in the past year was the installation of the high pressure salt water system with the big pumping station on Lake Merritt and the fire boat plug at the Webster street wharf on the estuary. The high pressure system protects the entire business and commercial district of the city, and the big salt water mains are capable of a force of 2500 gallons a minute. With the aid of a fire boat at the plug at Webster street, the capacity is more than doubled.

Fire Boats to Be On Call.

An arrangement has been entered into with the city of San Francisco whereby the two San Francisco fire boats are on call for the Oakland department on sending a given signal to the department across the bay, and in case of need in a large fire the two boats can be here in less than forty minutes, increasing the capacity of the Oakland system two-fold, pumping water into the mains from two directions and assisting materially in fighting the flames.

San Francisco courteously extended this service to Oakland in consideration of the yeoman service done by Oakland in sheltering the refugees from that city at the time of the fire disaster of 1906.

The Oakland high pressure system costs in the neighborhood of \$150,000, and includes the laying of big mains and installation of hydrants throughout the business section of the city, in addition to the installation of the pumping station on Lake Merritt. It extends from the pumping station on the lake to Washington and Fourteenth streets, down Washington to Second street; on Second from Oak to Market streets, up Franklin street to Fourteenth street again. It covers two blocks to each side of all streets in which mains are laid.

ordered, and in this has been included two automobile wagons to carry hose to be used in connection with the high pressure system. The purchase of more apparatus has been authorized by the city council, and will add materially to the efficiency of the department.

Four New Fire Houses.

Four new houses, in various portions of the city, have also been authorized, and one of these has already been completed.

The new fire houses, each of which cost approximately \$13,000, are as follows:

Thirteenth avenue and Hopkins street, now nearing completion.

Fifty-sixth and Dover street, just completed.

Elmhurst house, contract just let.

Magnolia street and Thirty-fourth, ordinance authorizing just passed to print by council

The council has also decided to place the four downtown houses on a permanent basis, abandoning the unsatisfactory half-pay system for these departments which are so much in use. This will add to the fire fighting strength of the business portion of the city, and will minimize the possibility of a big conflagration getting beyond the control of the department.

In connection with the improvements being planned, the most important is the installation of the new fire and police telegraph and telephone system, with its central station in the new house at Thirteenth and Oak streets and an underground conduit and aerial system of telephone and telegraph wires connecting all boxes and fire houses in the city. This will mean a change from the present automatic to a manual system, which will make the system much more efficient and satisfactory. The cost of the new system including the new building is approximately \$80,000, provided for in the recent bond issue.

About thirty men have been added to the department in the past year, making the total force 208. Fire Marshal Ball is assisted in the conduct of the department by two assistant fire chiefs, G. M. McDonald and Sam Short, and by District Chief W. H. McGrath.

C. Ed. Uzakovaguc, Prop.

Phone Oakland 645

Dashaway Stables

370 ELEVENTH ST., BET. FRANKLIN & WEBSTER

Special attention given to hacks and coupes for parties, weddings, funerals, etc.

GATLIN INSTITUTE.

Continued from preceding page

stay," you say. "Well," said the manager, "many others have come and gone who are known only to me, whose names shall never be known, unless they give express permission to be used for references, where doubling persons will not believe we accomplish what we promise."

"I have half a mind to stay, but I will suffer terribly when drink is taken from me in the institution."

"If you are feeling that bad, you shall have a drink at once, and as often as you like for it during your stay, but I am quite sure you will want no liquor after our medicine begins to take effect."

"Here is our doctor. Let him tell you something of our treatment while I go to the office to say goodbye to one of our departing guests."

"Doctor," said the visitor, "I am terribly in fear of the needle."

"My dear man," answered the doctor, "we don't know the use of the hypodermic in this institution. Ours is a system containing no cumulative, deleterious, sex-destroying drugs; there isn't anything in it to poison the system. The Gatlin treatment drives every vestige of alcoholic poison from the system, leaving it clean and healthy—free from abnormal functional conditions. With the disappearance of the alcoholic poison, craving and the physical necessity for liquor disappear with it, that is, the effects of liquor drinking leave immediately with the cause, and the drunkard is as the day he was born as far as liquor is concerned—restored in mind and body, with all the chances of success and achievement before him that any sane man with good judgment has."

"This sounds splendid. But I don't see how it can be done in three days."

"More than three days' time would be superfluous and wasted. The public has heretofore been educated into the belief that to effect a cure for alcoholism it necessarily requires anywhere from 28 to 42 days and that hypodermic injections of powerful drugs into the system are essential. In this age of progressiveness it is not at all wonderful that a discovery should be made of a formula to cure the liquor habit in three days *any more than that* other modern wonders have been accomplished. Old methods must be replaced by new. If you are at all skeptical about our being able to effect a cure in three days, as we claim, please remember that during the ten years we have been administering this wonderful treatment we have thousands of cures to our credit. Three days are plenty of time in which to cure the liquor habit when it is *done*—that is my contract to cure in three days or make no charge for treatment."

"If I had my money with me I would stay."

"Never mind your money. Send to your people to have it here on your third day of treatment. The treatment is taken at our expense if it fails to effect a cure in three days. We only require that you give the necessary assurance of your ability to pay our fees when you are satisfied at the end of the third day of treatment, pleased and more than pleased, with the cure effected."

"Then I will stay."

Four days later the mail carrier delivered the following letter:

Oakland, Cal., January 12, 1911.

Gatlin Institute,
Golden State Avenue,
San Francisco, California.

Dear Sirs,

After toying with the time-worn "stunt" of swearing off January 1, I, as usual, failed in my resolutions, and realizing the crying need of my discontinuance of liquor in any form, I was persuaded, against my will, to try your treatment.

After spending three (3) really pleasant days with you I have tested myself in every way, shape and form to see if we had beaten the old vile craving and, thank God, we with, and the dear wife and I offer our prayers to heaven each night for your future success and hope you will be able to give that treatment, this miraculous boon to mankind, to thousands of others.

Sincerely,

(Signed) JOHN DOE,
Oakland, Cal.

If you are at all interested, dear reader, the Gatlin Institute will be pleased to show you through its home at 1428 Golden Gate avenue, or mail you its illustrated booklets explaining its treatment in full.

THE OAKLAND FREE MARKET.



promotion of Mr. J. Pantoskey, who is, perhaps, the most thorough man in this part of the state in this line of business.

Mr. Pantoskey has built up a reputation for the market, for selling only the best of goods. Mr. Pantoskey guarantees all goods to be the best, he personally seeing to it that all game, poultry, fish, meats and produce are inspected before they are offered to the public. Mr. Pantoskey says he would consider it a great favor if patrons of the market would tell him of any dissatisfaction on the part of employees or goods that may be bought at the market.

Promotion work carried on by Alameda county during the fiscal year 1909-10, by means of the exposition fund, cost nearly \$10,000.

D. W. BATCHELOR of Penngrove, Cal.



The greatest poultry section in the world is in and around Petaluma, and in his district is situated the towns of Penngrove and Cotati, both in Sonoma County, and within less than a half hour's drive of Petaluma.

In another portion of this issue a full page pictorial writeup appears on the land for sale in the above mentioned section and that those interested in the purchase of property that will bring handsome returns on a small investment are referred to Mr. D. W. Batchelor of Penngrove.

Mr. Batchelor has had seventeen years' experience in the poultry raising and real estate business of Sonoma county, and is the best posted and most reliable broker up there.

He takes a personal interest in every client he sells to, and assists them in every way possible. His references are of the highest order and his success has undoubtedly been due to his honesty and square dealing.

The high cost of living has a bad enemy in the Oakland Free Market. At this market the freshest of vegetables, meats, fruits, etc., etc., are sold direct to the public from the grower and there is no middle man to share a profit. The Oakland Free Market is housed in a handsome brick building at the corner of Washington and Fifth streets. The building was constructed at great expense, especially for market purposes, and is one of the cleanest and most sanitary markets in America.

The market has always been under the direct su-



A few of our satisfied customers who have been on our boards for years:

Sperry Flour Co. D. Ghirardelli Co.
 Carnation Mush Washington Market
 Spearmint Gum Quaker Oats
 Mesmer Smith Don Morris
 Coco Cola Wedgewood Range
 John Bollman Co. M. Schneider
 Goodrich Tires Kahn Bros.
 English Woolen Mills, Ltd.
 Pacific Coast Rattan Co.
 Heintz
 California Loan Office
 Connelley Liquor Cure
 Can't Bust 'em Overalls
 Money-Back Smith
 Lancaster & Rehor
 M. J. Keller Co.
 Theo. Gier Wine Co.
 The Hub

PROFITABLE
 PAINTED & POSTED
 PUBLICITY

Thos. H. B. Varney.

Oakland, Los Angeles & all Southern California

BIG GAIN IN OAKLAND'S CUSTOM RECEIPTS



THE Oakland office of the United States Internal Revenue, which is the headquarters of the Third Division of the District of California, shows a gain of 15 per cent in the aggregate volume of business for the fiscal year ending July 1, 1910, over the business of the year ending July 1, 1909. The total receipts for 1908-09 were \$169,230.65, and those for 1909-10 reached the sum of \$194,784.97, an increase of \$25,554.32 in the twelve months period. This sum represents the proceeds of 4666 cash transactions during the year, but these are not the main feature of the business of the office, which deals largely in affidavits and sworn statements made by dealers in goods which come under the authority

of the Internal Revenue law. These include the manufacturers of and dealers in cigars and cigarettes, the makers of wine and liquors of any sort, wholesale liquor dealers, rectifiers, and the corporations making returns under the corporation tax law. All of these are required to file returns and affidavits as to the correctness of their statements. Uncle Sam takes nothing on trust when it involves his own or other people's pocket-books, which makes it necessary to have every statement which comes into the Internal Revenue office accompanied by an affidavit as to its reliability and accuracy, and a large part of the business of the office is taken up with these matters.

The office in Oakland is the head of the Third Division of the District of California, and the territory under it jurisdiction includes Alameda county, part of Contra Costa and all of Mono and Inyo counties. The stamp office is under the charge of Stamp Deputy D. E. Chenoweth, and the division as a whole is under Division Deputy S. F. Rutter. The Oakland office is also under the authority of the collector for the District of California, Augustino Munter, whose headquarters are in San Francisco.

A large part of the business of the office is transacted in the stamp department, which has to see that no package of cigars, cigarettes, or liquors is without its revenue stamp of the proper denomination. In the huge safes of the office are stamps with values varying from ten cents to one hundred dollars, which are placed on the packages of dutiable goods of different classes. The present office is located in THE TRIBUNE building at the corner of Eighth and Franklin streets.

Products of the value of \$62,800,085 were Alameda county's manufacturing output in 1910, an increase of \$2,448,230 over that of 1909.

Hot Water Instantly by Electricity

In introducing the Cutler Electric Hot Water Heater we are filling a long-felt want—supplying a demand that many have tried to supply without succeeding.

This is the first successful instantaneous electric hot water heater, and by successful we mean that this heater is a proven device, the result of two whole years of experimenting. It is absolutely safe. It is fool-proof in its operation. It is economical. It is always ready for use, and we stand back of it with an unconditional guarantee of one year.

The Cutler Electric Hot Water Heater is made in seven styles, each one for a particular purpose, and suitable for one hundred and ten and for two hundred and twenty volt currents.

There are no intricate and confusing directions for operating these heaters; simply turn the handle to the right—there's your hot water. Turn it to the left and you have cold water—hot and cold water both from the same faucet. Is that not convenient?

For the bath we have a heater which supplies two gallons of water a minute at a temperature of one hundred and twenty-five degrees Fahr. This heater is, as are all of our heaters, connected permanently to the water pipe and to the electric wires from the meter.

When you stop to consider the danger of gas explosions, asphyxiation, obnoxious odors, the excessive heat attendant upon the operation of any form of water heater other than the Cutler Electric Hot Water Heater, you will appreciate the great convenience of an electric hot water heater in your home.

For the bath we have a heater which supplies two gallons of water a minute at a temperature of one hundred and twenty-five degrees Fahr. This heater is, as are all of our heaters, connected permanently to the water pipe and to the electric wires from the meter.

For the bath we have a heater which supplies two gallons of water a minute at a temperature of one hundred and twenty-five degrees Fahr. This heater is, as are all of our heaters, connected permanently to the water pipe and to the electric wires from the meter.

For the bath we have a heater which supplies two gallons of water a minute at a temperature of one hundred and twenty-five degrees Fahr. This heater is, as are all of our heaters, connected permanently to the water pipe and to the electric wires from the meter.

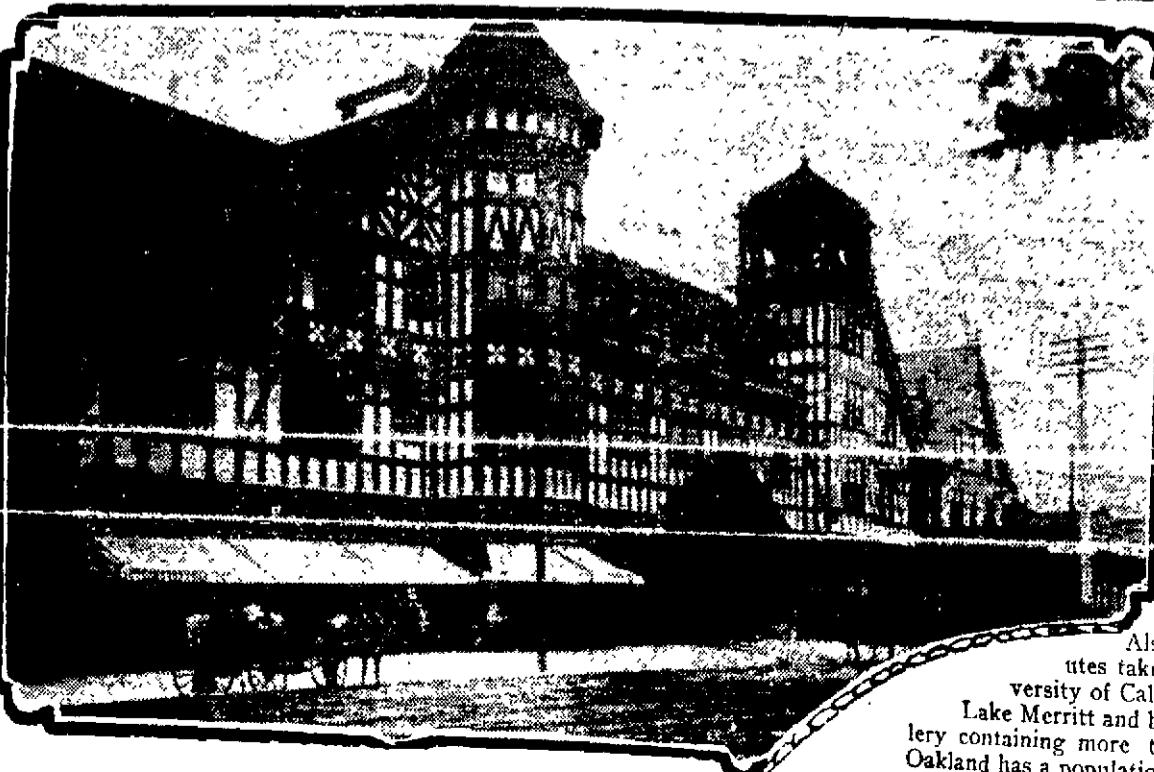
The water in being heated passes through these heaters—it does not remain in them; therefore the water is always fresh. If it stood in the heater, it would become stagnant. This is of considerable importance to the proprietors of soda fountains, cafes and bars, who are striving to provide the best service.

The water from our heater is purified by the electricity. A gallon may be heated at night, cooled and used for drinking next day. It's pure.

We should be pleased to send our representative—phone or write us.

Cutler Immersion Heater Co.

143 Second Street, San Francisco, Cal.



FAIRMONT HOTEL

The most superbly situated hotel in the world—overlooking the beautiful golden gate, the Bay of San Francisco and the city

Decorated up in most beautiful and complete residence hotel in the world—the scene of the important social functions of San Francisco

Operated on both American and European plan. Rates, American plan from \$5 per day upwards. European plan, from \$2.50 per day upwards.

Under the same management as the Palace Hotel
PALACE HOTEL COMPANY

A dominating factor in the brilliant social and commercial life of cosmopolitan San Francisco

Far famed and first named whenever good hotels are mentioned

European plan only. Rates from \$2.50 per day upwards

PALACE HOTEL

Entirely rebuilt since the fire

SAN FRANCISCO

KEY ROUTE

INN

22ND STREET AND BROADWAY
OAKLAND, CALIFORNIA

American Plan—\$2.50 Up. European Plan—\$1.00 Up.

Reduced Rates for one week or more. Oakland's highest class Family and Transient Hotel. Only 5 minutes' walk to the shopping district and all theaters.

Tourists will find it greatly to their comfort to see San Francisco, by stopping in Oakland at the Key Route Inn, plenty of sunshine, and the electric cars that arrive and depart from our door every twenty minutes, make the trip back and forth in 30 minutes.

Also cars that pass our door every 5 minutes takes one without change to Berkeley, University of California, Hearst Greek Theater, Alameda, Lake Merritt and beautiful Piedmont Park with its Art-Gallery containing more than \$300,000 worth of rare Paintings. Oakland has a population of 200,000 and is one of the most beautiful and fastest growing cities in the United States.



The Oakland (bankers') Hotel made rapid progress in construction during last year, in the early part of which contracts were let for the entire structure to be carried out under the supervision of Percy J. Walker. The Oakland Hotel Company was organized in 1907, when the block of land bounded by Thirteenth, Fourteenth, Alice and Harrison streets was bought as a site and plans prepared by Henry Hardenburg, a New York architect, were adopted and the great pit constituting the basement was excavated and the massive concrete foundation walls and concrete bases to support the steel skeleton of the building constructed. Then came the Wall street panic, which paralyzed business all over the country and carried disaster with it into the money centers of the world, wrecking a host of banks and suspending operations on all enterprises involving a large outlay of capital. Two Oakland banks, each of which had subscribed \$25,000 to the stock of the hotel corporation, were engulfed in the financial maelstrom and operations on the big building were suspended as a measure of safety. Not until Oakland had fairly recovered from the effects of the panic and public confidence and normal conditions fully restored two years later was it deemed prudent to proceed with the hotel enterprise in charge of a re-organized directorate.

In the meantime a more thorough study of the Hardenburg plans revealed features that did not adapt themselves to conditions as they existed in Oakland. They were, consequently, abandoned and the firm of Bliss & Faville of San Francisco was commissioned to draft new plans to conform with the riper judgment and ideas of the directors of what the big hotel should be. Every detail in the structure was carefully studied and revised with the aid of experts and finally adopted by the stockholders on the recommendation of the board of directors. It is on these plans that the hotel is now being built.

Wisdom Exercised in Change.

The consensus of expert judgment is that great wisdom was exercised in making the change. One thing about the design adopted is that the building presents a more artistic and impressive appearance than the one first adopted, fits more harmoniously into Oakland's climatic conditions and surroundings and possesses the additional merit that practically every room in it will get the benefit of the sunshine during some part of the day, and all will receive light direct from the open street, as every room in the structure, as it is being built, will front on a street area, there being no inner court, such as was provided for in the Hardenburg plans, thus excluding the sun totally from many rooms and depriving all rooms fronting on the court from the benefit of the animated activity on a public street.

In carrying out the plans of Bliss & Faville much of the foundation walls constructed for the Hardenburg design was saved. Up to the time of the adoption of the Bliss & Faville plans between \$300,000 and \$400,000 had been spent by the corporation for the site, its excavation and the construction of the foundation walls and pier bases for the steel frame. While the new plans did not exactly fit the foundations of the Hardenburg plans, enough was saved of the latter

to make the adaptation economical, and the total amount in the contracts (all of which have been awarded for the building completed), does not exceed the estimate of Percy J. Walker, the company's supervising contractor. The total cost of the hotel when completed will thus amount to not less than \$1,250,000, the cost of the land included. If the corporation decides later to furnish it and operate the hotel, the total cost will be less than \$2,000,000.

One of Finest in United States.

But when it is finished it will be one of the finest, largest and most attractive hosteries in the United States, and will most assuredly become from the day of opening one of the most popular tourist and commercial hotels in the United States, for the same of Oakland's incomparable climate and picturesque surroundings, its commercial progress and future prospects of becoming the commercial metropolis of the western coast of the continent, by virtue of the extensive waterfront improvement under way for the benefit of commerce, and its position as a transcontinental mainland terminus on San Francisco bay, have attracted the universal attention of all classes in business and social circles abroad.

The progress of constructive work on the new hotel will naturally be slower in appearance in the future than it has been in the past, for the simple reason that

what remains to be done must proceed slower than the erection of the steel work which rose quickly story by story as soon as the material for it was delivered on the ground. Masonry construction and the construction of reinforced concrete walls and the finishing and outfitting of the interior must consume more time than the erection of the steel skeleton. That will be readily understood by every one familiar with modern fireproof and earthquakeproof structural work.

Phones—Oakland 6486, Home A 2131

W. P.

FULLER

& CO.

Importers and Manufacturers of

**Paints, Oils, Glass,
SASH and DOORS**

All Glass and Paints for the new Oakland Hotel now being erected will be furnished by this firm.

TENTH AND ALICE STS.
Oakland, Cal.

J. C. DOWNHEY, Manager.

The Interior Wood Work in the New Bankers Hotel
to Be Furnished and Installed by

**PACIFIC
MANUFACTURING
COMPANY**

478 TENTH STREET.

OAKLAND, CAL.

SASH, DOORS and MILLWORK

A few other representative buildings where we manufactured the woodwork used: The Palace hotel, the St. Francis hotel, Humboldt Bank, Monadnock building, Mutual Savings Bank and the Scottish Rite Cathedral San Francisco. The Oakland Bank of Savings. Among the residences are Wickham Havens, Piedmont; F. J. Woodward, Berkeley, W. Y. Kellogg, Berkeley, and many others.

MEN IN LAW AND COMMERCIAL PURSUITS



A. LESTER.

With a record of twenty consecutive years of business activity in this city the A. Lester Carpet House at 856 Clay street, has become noted throughout the entire county as the carpet house that saves its patrons at least 20 per cent on all their purchases. Not an imposing and elaborately fitted store, nor yet located where the multitudes pass, but with the strong magnet of honestly-made Carpets, Linoleums, Rugs and Matting, priced lower than elsewhere, this house has constantly drawn trade from the more imposing establishments and built up a wonderful reputation for square dealing and satisfactory merchandise.

In conjunction with his Carpet House Mr. Lester conducts the Alameda County Steam Carpet Cleaning and Renovating Works. In placing orders with this establishment patrons get the benefit of having experienced carpet men handle their work, thus eliminating delays and assuring satisfaction. Telephone Oakland 2034, Oakland 4184, A-3334, A-4184.

R. E. CRUZAN.

Ralph Earle Cruzan was born October 1, 1876, in Quincy, Ill. Both his parents are still living—father now in the wholesale and retail automobile business at Des Moines, Iowa. Both of Mr. Cruzan's parents are natives of this country, although the name would indicate otherwise, and he is of English descent on both sides.

Was graduated from the Decatur High school at Decatur, Ill., in June, 1897, and when 12 years of age his father put him to work as an assistant in his office, giving him the privileges of schooling at the same time for the first five years.

Mr. Cruzan has always done office work, having become a practical office man while in his father's office. Had several positions of trust after leaving him. In the year 1904, having become connected with influential Oakland people he established a loan and brokerage office in the Bacon building, making a specialty of small accommodations or private loans. They are now doing a big business in this line.

Mr. Cruzan was married in Oakland in 1905, to Julia Alice Walker of Berkeley, Cal.; has one child, girl, by name of Hazel Cruzan, 1 year old; is a "good roads" enthusiast, anxious to see a magnificent park put around lake Merritt, as well as being in accord with all progressive and expansion movements for Oakland.

F. A. WILL
On Lassen County.

Mr. F. A. Will, who has conducted a prosperous real estate and insurance

business at 969 Broadway for the past six years, has given some interesting facts on Lassen county, which will prove instructive reading to any prospective customer of agricultural lands.

Lassen is one of California's most healthful, fertile and beautiful counties. It is located in the northeastern part of the state. Susanville, the county seat, is commonly called "The Gem of the Mountains."

The county has thirty-four public schools and one high school, which goes to prove that its inhabitants realize the importance of educational advantages. Over \$20,000,000 worth of standing timber grace the forests. The annual rainfall is twenty inches, which together with the heavy snowfall in the mountains, insures ample water for irrigation. Honey Lake Valley in Eastern Lassen has about 200,000 acres of agricultural lands, a greater part being undeveloped. There are several lakes in the county which furnish sufficient water for irrigation. Honey Lake, situated in the center of Honey Lake Valley, covering 64,000 acres, Eagle Lake, located in Central Lassen, covering 27,800 acres. There are also several other smaller bodies of water, which insures an abundance of water at all seasons of the year for the purposes of irrigation.

Over 700 farms are in a state of cultivation, yet there are thousands of highly productive acres of land still undeveloped. The irrigated lands are unsurpassed in productiveness, yielding immense crops of alfalfa, grain, timothy, garden truck etc. Lassen County is an ideal stock and dairy country. Apples, pears, peaches, prunes, apricots, cherries and berries of all kinds grow in abundance and are considered the finest in the land. Hunting and fishing are unsurpassed and the climate is ideal.

Mr. Will is very enthusiastic over the outlook of Lassen County and predicts that it will be one of the most thickly settled counties in the state within a few years. His prove of view seems to be well taken since the Southern has purchased the right of way through the county, and will begin the construction of a railroad which will open up one of the most productive agricultural districts in the State. He knows the merits of the county and can give very valuable information concerning it. His offices are located at 969 Broadway, Oakland.



E. JOHNSON.

Mr. E. Johnson is a well known character about the bay district, with which he has been identified for the past 20 years, twelve years of that time in Oakland, and has been engaged in his present line for 30 years.

Under the business name of the Oakland Chimney Sweeping Company, he has at some time or other done work for nearly every home in Oakland. In his work he uses the very latest patent appliances of his own conception; personally he bears an excellent reputation and can give perhaps as many high class references as any man in Oakland. His trade, that of chimney sweeping, is regarded as essential for fire protection



CHARLES PATRICK HILDESLEY, a prominent vocal teacher located at 1356 Franklin street, Oakland, was born in Hempstead in the year 1861. His father, Thomas Hildesley, was an English gentleman, while his mother, Eleanor Rose Reardon, was the daughter of Rose Eleanor Dillon, who married Patrick O'Reardon, a prominent politician of the city of Cork, Ireland, was the cousin of the then Lord Dillon of Ditchley Castle, Ireland, making Charles Hildesley a lineal descendant of the Dillon family.

Mr. Hildesley was brought up as a choirister in the choir school of St. Andrews' church, London, and at 12 years of age was made principal solo boy in the choir, and taught the younger boys singing. The organist of the St. Andrew's church at this time was Sir Joseph Barnby, the well known composer of the *Rebekah Cantata*, and the world renowned glee, "Sweet and Low". He was afterward principal tenor of the Temple church, Fleet street, and the Carmelite Fathers, South Kensington street, all of London, England. For ten years he was principal tenor with the Gilbert & Sullivan operas, creating the part of Nanki Poo in "The Mikado", which part he played over eleven hundred times in the United Kingdom and the continent of Europe. In 1897 he was engaged to come to the United States to take the principal tenor part in a spectacular musical extravaganza at the Academy of Music, New York, after playing two successive seasons with the "Three Dragoons" and the "Koreans" at Broadway theaters in New York, and after traveling for several seasons through the States, decided to locate in Oakland. He married Miss Annie Perry of Santa Clara, whose father is a well known rancher.

in the large cities all over the world, and his fame as a skilled man in his line has brought him work from all over the state and from the government.

He makes a specialty of discovering defective flues and in moving from one house to another it is advisable to consult Johnson so that precautionary measures can be taken if flues are in any way defective.

The place of business is at 971 Broadway and his phones are Oakland 2176, or Home A-2276. Residence phone Piedmont 690.



F. B. WOOLNER.

Ben F. Woolner is a native of Suisun, where he was born in 1872. He came to this city in 1888 and graduated from the high school in 1890. Then followed his study of Blackstone and the other founders of his profession and subsequently his becoming a member of the firm with which he is now connected, the only co-partnership in which he has entered since his admission to the bar.

He was recently appointed to the office of City Attorney, vice John W. Stetson, by Mayor Mott, which appointment has met with the approval of his large number of friends and acquaintances.

With the engrossments of his office and court business, Mr. Woolner finds ample time for recreation and social work. He is a member of Oakland Commandery No. 11, K. T.; Ahahmes Temple of the Mystic Shrine of this city; was the first president of the Athens Parlor N. S. G. W.; Live Oak Lodge No. 61, F. and A. M., and one of the leading spirits among that order of live wires known as the Nile Club, of which latter organization he was a founder and of which, also, he has been high in the councils.

Mr. Woolner has literary as well as legal and judicial qualifications, and this ability and versatility he has exhibited in the writing of several historical and classically entertaining plays and sketches which have been produced in a most appreciated manner by the members of the club. A number of these have had special music composed for them and the presentation and their success are on the same plane with those weird productions under the auspices of the Bohemian Club, San Francisco.

"Tex" Rickard, the Well Known Promoter of Fistcuffs.

Mr. Rickard has promoted and engineered some of the biggest ring engagements in the history of the prize ring. He is a Nevadan, greatly interested in the commercial development of the state and of a caliber that leaves little doubt but what he will make good on any venture he undertakes.

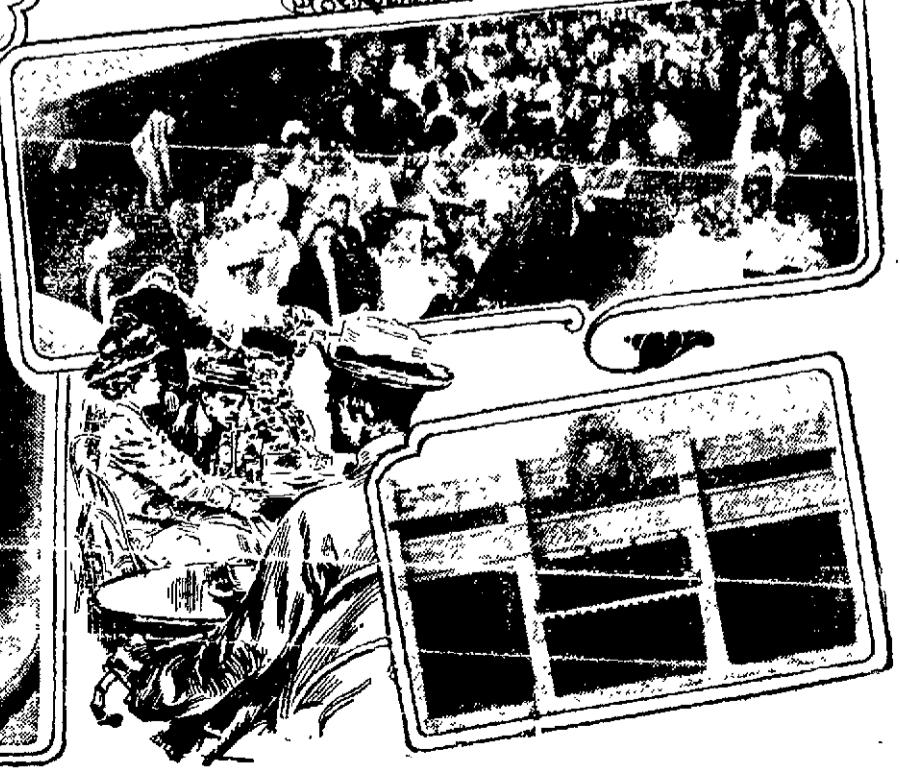
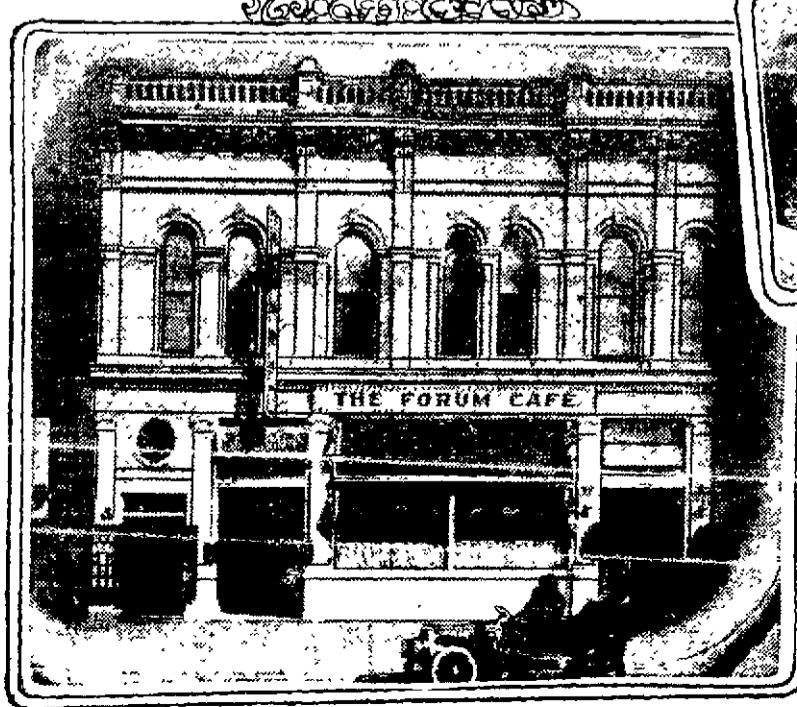


Interior of the SADDLE ROCK
CAFE and interior and ex-
terior of RUE DIGER,
LOESCH & ZINKAND'S
CAFE and BAKERY.

Below an interior and exterior
view of THE FORUM CAFE.
Also interior and exterior of
The PABST CAFE.



SADDLE ROCK CAFE



LEADING ATTORNEYS OF THE OAKLAND BAR



—Stern Photo.

E. W. DECOTO.

Ezra William Decoto, born February 6, 1874, in Decoto Alameda County, Calif., son of Ezra Decoto, farmer, and Janet Decoto. His father, Ezra Decoto, was born at Three Rivers, in the Province of Quebec, Canada, being a descendant of the early French settlers in Canada, the old family home being held under direct grant from the King of France.

His mother was born in Sterling, Scotland. Her maiden name being Janet Lowrie.

Mr. Decoto was educated at grammar school, Decoto, Centerville High school, University of California, and Hastings Law College. Taught school from 1894 to 1896, at which time he entered the University of California, graduating from there in 1898 and entered Hastings College in 1899 and graduated from there in 1902.

Was graduate manager of Athletics at the University of California from 1901 to 1902. He was the first probation officer of Alameda County, serving as such from 1903 to 1906, and prosecuting attorney of the city of Oakland from 1905 to the present time.

He is a member of the Bachelordom Club, Del Norte Club, the Golden Bear Honor Society of the University of California; also a member of the Nile Club, Oakland Lodge B. P. O. E. No. 171, Live Oak Lodge F. and A. M. No. 61, Gethsemane Chapter of Rose Croix No. 2 of Oakland.

made and built and installed the Standard Wirehouse Company in the most complete and modern fireproof warehouse on the bay of San Francisco, with floor space of 14,000 feet and cost of \$110,000. Also built and located Scott, Wagner & Moller, the largest bay and grain mercantile in the state, on this side of the Bay.

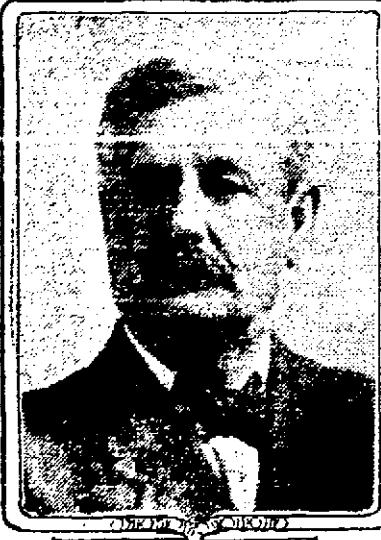
Since Mr. McElroy's connection with the Western Pacific business he has taken a special interest in what is known as property, or warren property, representing most of the large pieces of property in the southern and western portions of the city. At present he is negotiating with two of the largest Eastern banking houses which are contemplating locating here prior to inauguration of the Panama Canal. For after the inauguration of the Panama Canal, he anticipates that the price of property, that is now selling for a mere song, will advance to such figures that it will require from 200 to 400 per cent more to install their plants.

Mr. McElroy was married in the city of Oakland, October 12, 1896, to Alice M. Dunn, daughter of late Martin M. Dunn and Matilda Dunn. He is a member of both the Oakland Lodge of Elks and Piedmont Parlor N. S. G. W.



PHILIP M. WALSH.

Philip M. Walsh, one of the best known members of the bar of Alameda county, is a native of San Francisco, but has lived the larger portion of his life in Alameda county. When nineteen years of age he was appointed a stenographer by Judge F. B. Ogden, now of the Superior bench of Alameda county, being at the time of his appointment probably the youngest official stenographer in the state. He was admitted to practice law by the Supreme Court of California in 1895 and thereafter served as chief deputy in the District Attorney's office of Alameda County, under John J. Allen, for a number of years. Mr. Walsh was elected to the California legislature on three successive occasions from the 48th Assembly district, at each election receiving a greatly enhanced vote. Mr. Walsh is a ready and forcible speaker and has participated in many of the most important cases that have been tried in Alameda county during the past ten years.



—Bushnell Photo.

J. J. McELROY.

James Joseph McElroy, brother of the late J. E. McElroy, and Dr. B. F. McElroy, who is associated with the United Railroads of San Francisco, was born in Berkeley, May 21, 1867.

Mr. McElroy's father was for forty years engaged in the grocery business on the northeast corner of Seventh and Clay streets, being the first business house to establish west of Washington street. The father left Ireland when a boy of 14, located in Providence, R. I.; came to California with the rush of gold seekers and located on a ranch just north of the present site of the University of California, and which he sold at the time of the boom, prior to the location of the university.

Mr. McElroy was educated in the Oakland public schools and St. Mary's college, and his first occupation in life was being associated with his father in the grocery business. He later established a real estate and insurance business in its present location, 260 Seventh street.

Mr. McElroy has represented his district in the state legislature, at that time being the youngest member of that legislative body. He purchased and secured the largest portion of the property for right of way purposes for what is now known as the Western Pacific rail-

road and the work was carried through.

Enumeration of the things Alameda must thank Mr. Taylor for would exceed the limits of space at our disposal, but it may be mentioned in passing to his later activities that it was he who ingeniously secured for the city of Alameda without cost its waterfront land, which is now estimated to be worth \$400,000, and that he secured the scrip necessary for the widening of Webster street. In the state legislature Mr. Taylor was equally prominent.

Mr. Taylor has lost no opportunity at home or abroad to study the science of road building and has attended most of the good roads conventions of recent years. While mayor he caused the improvement of the fire main approaches to Alameda, including the Webster street roadway, which for twenty years was the worst in the county and now is the best. Mr. Taylor secured the parks and playgrounds for Alameda and is a vice-president and member of the judiciary committee of the national playgrounds commission of America.

Mr. Taylor is also an enthusiastic yachtsman, a member of Encinal, Corinthian, Aeolian Yacht clubs; past commander of Oakland Commandery, K. T.; past exalted ruler Alameda Lodge B. P. O. E.; past patron Carita Chapter O. E. S., and for a number of years was officer and member of the Republican State Central Committee.



M. S. HAMILTON.

Mr. Hamilton is an Oaklander by birth—that event taking place in 1874. His father and mother are still living, though the former is now retired from active business pursuits.

The father of the subject of this sketch came to Oakland in 1858, the mother is one of Oakland's pioneer teachers and they have resided in their present residence for the past 42 years, the son living in the same house he was born in. Mr. Milton S. Hamilton received his education in the schools of Oakland and graduated from the University of California with the class of '97, going into the practice of law at once in San Francisco, but since the disaster of 1906 has been identified with the Oakland courts.

Mr. Hamilton is the individual attorney of Edson F. Adams, and consulting attorney for several power companies.

He has never married, but is a member of the University Club of San Francisco and of Brooklyn Lodge No. 225, F. and A. M.

Is also a member of all the courts, both state and federal, in California, a member of the United States Supreme Court and is frequently called East to represent his varied interests.

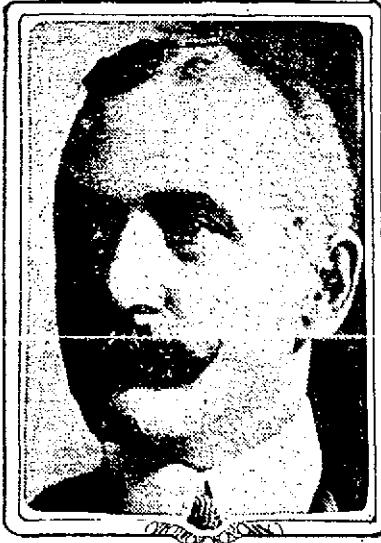


E. G. RYKER.

Elmer Guy Ryker is a native of Springfield, Mo., born September 9, 1871. Received his education at Ann Arbor, University of Michigan. Took his LL.B. degree in the class of 1896 and is a member of the Greek letter fraternity of Kappa Sigma.

Mr. Ryker has resided in Oakland for the past five years, but has been practicing law in Alameda county for past ten years. Was married in Modesto, Cal., March 24, 1897, to Maytie Prather, and they have two children, Harrison C. Ryker and Billee Ryker.

Mr. Ryker is consulting attorney for various companies and properties and is a member of the University and Elks Clubs.



HON. E. K. TAYLOR.

Prominent for the great and good part he has played in public life, there is probably no resident of Alameda that is better known throughout the state than Hon. E. K. Taylor. Mr. Taylor has resided in Alameda since his second birthday, his family, of Revolutionary stock, coming here from Virginia in 1849. His first training was received in the public schools of Alameda, and he graduated with honors from the University of the Pacific and the University of California, embarking in the practice of law, in which he at once achieved signal success. As city attorney of Alameda his influence on public life began to quickly manifest itself.

When he became city attorney there was not a paved street or cement sidewalk in the city. He immediately began drafting resolutions for the improvement of the public thoroughfares and walks, mostly at his own initiative, and with his rare ability inspired other



J. L. ROSE.

John Leonard Rose is a native of this country, a graduate of the University of California, with the class of 1905, with A. B. degree; also a graduate of the Law department of the State University, class 1907, with degree of Doctor of Jurisprudence. First practical work in his chosen profession was in the law offices of Reed, Black & Reed, this city, and subsequently deputy district attorney of Alameda County, for ten years. Since 1909 he has been engaged in the private practice of law, with offices in the Bacon Block, this city.

Mr. Rose is a member of the B. P. O. E. of Alameda, No. 1015, and the U. P. B. C. Council No. 26 of Oakland.

—Bushnell Photo.

J. W. NELSON.

James Wesley Nelson was born October 3, 1852, in Crisfield, Md., of A. Nelson and Mary C. Nelson. His father, A. Nelson, was a farmer and a sailor, a native of England, and related to Thomas Nelson, Yorktown, Va., first governor of Virginia.

J. W. Nelson received his education in Baltimore, Md., and his first business experience was in the capacity of a salesman with Tillman & Bendel of San Francisco; afterwards was general manager

MEN PROMINENT IN LAW AND BUSINESS



—Photo by Webster.

H. S. ROBINSON.

Harrison Sidney Robinson is a native of San Francisco, born July 13, 1877. He received his education in the public schools of San Francisco and graduated from the University of California in 1900 with degree of Bachelor of Letters. At college he was the editor of the Daily Californian; associate editor University Magazine, associate editor Blue and Gold, and lieutenant colonel of University Regiment. His first occupation in life was that of a newspaper reporter in Oakland.

He has been engaged in the practice of law in Oakland since 1902. Since 1903 the firm has been Robinson & Johnson, now at 401 and 406 First National Bank building, making specialty of corporation and general commercial practice and probate. Office systematically organized and conducted on modern business lines.

Mr. Robinson was a member of the Board of Freeholders, Oakland, 1910, and chairman of the revision committee of that body. He is also a member of the Athenian Club, a 32d degree Mason and connected with the Woodmen of the World.

ington, compiled and annotated the codes and statutes of that state. Health breaking down in 1892 he came back to Oakland.

Mr. Hill is a member of Durant Lodge No. 268, F. and A. M.; Oakland Consistory No. 2, Scottish Rite bodies; Athenian Club.

Was married April 23, 1886, at McMinnville, Oregon, to Julia Chandler, eldest daughter of George C. Chandler, D. D., president of McMinnville College.

and the probability of the property being a dividend paver in the coming year is very flattering.

This company also owns 80 acres in Keneddy, Shasta county, Cal., which in itself is the making of a tremendous copper mine, and is within a half mile of the Mammoth smelter. The May Blossom property is within one mile of the Bally Hill smelter, which turns out from \$6000 to \$8000 per day net profit.

Mr. Peter was married in Mansfield, Ohio, September 4, 1877, to Miss Alice Reid of that city, and has but one child, a daughter, born January 18, 1879, Daisy R., who is married.

Mr. Peter is interested at the present time in financing a company whose object is to make liquid air at a price commercially cheap, and the inventor says he will produce the goods at a cost not to exceed one cent per gallon. This will put the ice trust and the smelter trust out of business. Scientific men versed in liquid air production, who have gone into the matter with the inventor, state that he will make good.

**CLARENCE CROWELL.**

Clarence Crowell is a product of the Oakland High school and Hastings College of Law, from which he graduated in 1894. His first occupation in life was that of assistant city attorney of the city of Oakland, 1896-7; afterwards was senior member of the law firm of Crowell & Leach, 1897-1902. Since 1902 has been practicing law without a partner.

Was also attorney for the public administrator, 1903-1907, and has been court commissioner of Alameda county since 1902.

Mr. Crowell is a member of Live Oak Lodge No. 61, F. and A. M., Oakland Chapter No. 140, O. E. S.; No. 171, B. P. O. E., and the Nile Club.

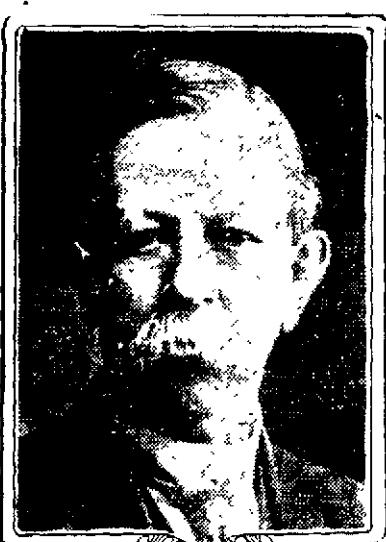
A. V. MENDENHALL.

Asa Verther Mendenhall was born August 1, 1866, in Contra Costa County, Calif. His father, William Mendenhall, was born in Ohio, crossed the plains to California from Michigan in 1845; fought in Mexican war and is the only survivor of the Bear Flag party, and is 87 years old. His mother crossed the plains in 1846, died in 1904. They were married April, 1847, the first white couple married in the state of California, the ceremony taking place at Santa Clara.

Mr. Mendenhall received his education in the Santa Clara public schools and afterward was a student at Livermore College. In his early business career he was a stage driver, and later in the mercantile line.

Started practice of law in Oakland December, 1899, now with the firm of Langan & Mendenhall, 201 Bacon building, and has made a specialty of mining, oil and water right laws. He also has interests in a number of mines and represents about 20 mining corporations legally, some of the largest and best mines in California and Nevada, viz., Original Armada Mines Company, Gold Electrical Separating Company, French Hill Mining Company, Park Investment Company, Polar Bear Mines Syndicate, Omega Gold Mining Company, Great Western Oil Company, Richmond Manufacturing Company and a number of others.

Mr. Mendenhall was married June 20, 1904, to Miss Florence E. Hatch, and has two children. Is a member of the Game and Protective Association and also of the Masonic fraternity.

**SIMON PETER.**

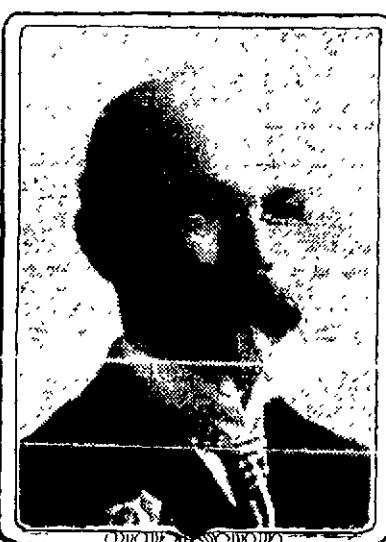
Simon Peter was born November 9, 1844, and the youngest looking man of his age in the state; is a native of Grindhutten, Tuscarawas county, Ohio. His father, a blacksmith and engineer, was born in Ohio, and came from Germany. His mother and her parents were born in Pennsylvania, her grandparents coming from Germany, her mother having died at the age of 94.

Mr. Peter was educated in a simple country school house in Ohio, until he was 18 years old, when he took charge of a stationary engine, following this vocation until 17, when he enlisted in the 98th Ohio Volunteer Infantry in 1862, serving till the close of the war in 1865, his regiment making the trip around with General Sherman.

Subsequently Mr. Peter was a hotel clerk and manager for a number of years, while in the east. Came to California in 1882, going into the real estate business in Los Angeles. Moved to Oakland in 1884, taking a position with the Pacific Press Publishing Company, with which institution he was identified for about seventeen years. Starting at the bottom, in a number of years he became the superintendent of the manufacturing departments.

For the past few years he has been with the Shasta May Blossom Copper Company, Con., which company holds large copper properties in Shasta county in the richest district known.

The company owns over 300 acres of rich property, all paid for, has its two engines, two power drills, air compressors, gasoline hoist and pump, all of which are paid for. They owe no one a dollar

**A. KOVARIK.**

Mr. A. Kovarik has just opened his new and conveniently appointed store at

563 Fourteenth street (opposite Taft & Pennoyer's), where can be had the best of Imported and Domestic Novelties in Ladies Tailoring. Mr. Kovarik was previously located for nearly two years at 626 Thirteenth street, and has been in business in Oakland for five years.

**EDWARD C. PRATHER.**

E. C. Prather was born August 19, 1855, in Louisville, Ky., of George W. Prather, a native of England, and Eliza C. Prather, of French Huguenot descent. In 1883 he was married to Miss Agnes L. Webb of Oakland and there is one daughter, now Mrs. W. C. de Fremery.

Mr. Prather has been prominently identified in the civil engineering business ever since his collegiate days at the University of California. He was rodman on the first water supply survey for San Francisco, has been connected with Southern Pacific Railway survey work; was chief engineer of the Bellingham & British Columbia Railroad and more recently identified with the Havens interest and the Realty Syndicate in the same capacity. Mr. Prather is also a member of the Athenian, Claremont and Home Clubs as well as the Elks.

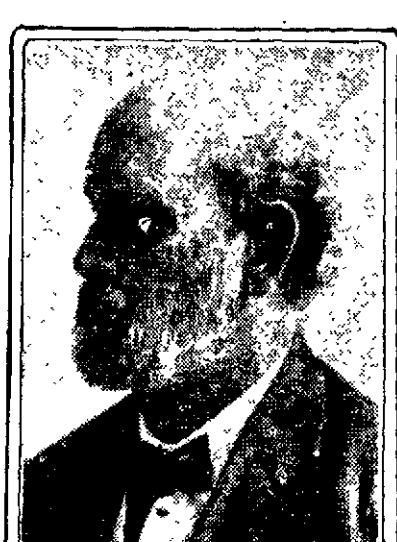
**HENRY F. VOGT.**

Henry Frederick Vogt was born December 19, 1863, in Pinole, Contra Costa County, California. His parents were David Vogt and Johanna Vogt. His father died in 1865 and his mother in 1870. His father and mother both born in Germany. Father arrived in United States in 1855, came to California in 1858 and settled in Pinole, Contra Costa County; lived there until 1864; moved to Oakland and was one of the first butchers in Oakland, continued in the butcher business about ten years then took charge of Germania Hall when it was built; afterward in livery business of the firm of Gates & Vogt.

Mr. H. F. Vogt, the subject of this sketch, was educated in the public schools of Oakland, and his first occupation in life was that of a butcher.

Remained in the butcher business until about 1885, then went to work for A. Gates in livery stable at Thirteenth and Franklin streets; worked there as bookkeeper and foreman. When the firm became Gates & Vogt, his father buying in, left there about 1899, went to work for O. T. Company as conductor, worked five years, went into butcher business for himself in East Oakland for three years. Politically, Mr. Vogt has been affiliated as follows:

Extra deputy, George E. Gross, city assessor, 1908, from April until August; foreman street department, from August to October, 1908; bookkeeper board of public works, from October, 1908, until May, 1909; clerk of Park Commission a portion of May, then assistant secretary. In June, 1910, was appointed secretary and has continued as such until date.

**WILLIAM LAIR HILL.**

William Lair Hill was born August 20, 1838 on a cotton plantation in south western Tennessee. His father was Reuben Coleman Hill, a physician and Baptist preacher; his mother's maiden name was Margaret Graham Lair, and both father and mother were born and reared in Kentucky. His father's paternal and mother's ancestors were early immigrants from England to that part of the colony of Virginia, which in later times became North Carolina, and were afterwards pioneer settlers in Kentucky. His mother's ancestors were early immigrants to the colony of Pennsylvania.

Mr. Hill was educated at McMinnville College, Oregon; studied law in the office of Hon. George H. Williams, who was later United States Senator, and still later United States Attorney General and was admitted to the bar December 3, 1861.

Was also in the service of the government in the Paymaster's department, during all of the year 1862.

Mr. Hill began the practice of law at Portland in 1863. In 1864 was appointed judge of Grant county; resigned in 1866; returned to Portland and resumed practice. From September, 1872, to March, 1877, was editor of the Oregonian.

In 1884 he compiled and annotated the codes and statutes of Oregon, under a special act of the state legislature.

Came to Oakland in 1886, entering practice in partnership with William R. Davis.

In 1888 went to Seattle. In 1891, by appointment of the legislature of Wash-

SHORT SKETCHES OF ALAMEDA COUNTY MEN



—Bushnell Photo.

JAMES P. MONTGOMERY.

The subject of this sketch was born here in Oakland in March, 1865. His father, Zach Montgomery, was an attorney-at-law, who came from Kentucky to California in the early '50s, where he mined for a short period. Then returned to the practice of law. Was appointed assistant attorney general of the United States in 1885. Returned to California in 1900. Resumed practice of law.

James P. received his early education at the University of Georgetown, Washington, D. C. Practiced law in San Diego for four years, in Los Angeles three years; mined in Klondike for 10½ years, returned to California three years ago and resumed practice of law in city of Oakland.

Mr. Montgomery was married November 23, 1910, to Rita G. Madden, daughter of Mr. and Mrs. John Madden, pioneer residents of Oakland.

He is a member of the Knights of Columbus and First Ward Improvement Club.

CHARLES HOFFMAN.

Charles A. A. Hoffman is a native of Berlin, Germany, where he was born on November 10, 1875. He comes of honest, hard-working German stock—his father being a machinist in the old country, where all of his immediate ancestors now live. Mr. Hoffman, the subject of this sketch, was educated in Berlin, Germany, and took up the profession of a wig maker twenty years ago. Since that time he has become an expert at his art and here in Oakland has built up a very lucrative business. He is a member of the firm of Charles Hoffman & Co., with place of business at 406 Fourteenth street, and makes a specialty of wigs and all kinds of hair goods. Toupees for gentlemen are also a specialty. In fact, they are costumers and wig makers, ladies' hairdressers, etc.

**ELMER ELLSWORTH JOHNSON.**

Elmer Ellsworth Johnson, the subject of this sketch, was born August 30, 1864, in Northampton township, Bucks county, Pennsylvania. His parents, Charles Johnson (farmer) and Maria M. (Watson) Johnson, were early colonial settlers, Scotch and English; Presbyterians. He was educated in the public schools of Northampton township and Philadelphia. He followed agriculture as a pursuit till of age, then two years were devoted to traveling and then connected with various commercial interests for twenty years.

Politically has been affiliated with the city government, city of Alameda, as assessor and deputy; also in county tax collector's office, Oakland, Cal., and

justice of the peace, Alameda township, for four years; re-elected.

Was married November 24, 1887, at Rutherford, Cal., to Mary Florence Montgomery, and has three children—C. M., a draughtsman; E. E. Jr., in business in San Jose, and E. F., the youngest, in school.



—Bushnell Photo.

H. E. ALDEN.

Henry Eben Alden was born April 4, 1847, in Union, Knox county, Maine. His father, Lyman Alden, is a direct descendant of John Alden of Mayflower fame (1620), as traced through the Alden genealogy.

The subject of this sketch was educated in the public schools of his native town, and afterwards entered the employ of Major Thomas Hersey, wholesaler and retailer of boots, shoes and furs, in Bangor, Me. Later, buying one of Major Hersey's branch stores. He sold out the Bangor business and came to California from Boston in 1875, locating in Vallejo, where he engaged in the clothing business. Later went to Napa City, and in company with his brother, E. B. Alden, conducted a clothing business, having branch stores in St. Helena and Suisun. Sold his interests in Napa county and came to Oakland in 1885, where he has since conducted a real estate and mining business. Mr. Alden was married in Vallejo, Cal., October 12, 1875, to Carrie S. Jones. There are two children, Sarah Muzzey Alden and Alice Margaret Alden.

Mr. Alden is president and director in several large corporations; a member of Oakland Chamber of Commerce, charter member of Lodge 94 Oakland Woodmen of the World, and past master in A. O. U. W. in Napa county.



—Bushnell Photo.

E. HUFFAKER.

E. Huffaker was born in Kentucky in 1862, in a family distinguished for professional men, descendants from the royal families of Germany and England. Most of his early life was spent in Kentucky and on the frontiers of Nebraska, Dakota, Indian Territory and California. In 1887 he entered college and in 1895 graduated from Vanderbilt University, having received the A. B., A. M. and B. D. degrees. He read the English law in connection with his studies of the ancient laws while in school and was later instructed by private tutors, one of whom was the late Henry E. Highton, and attended Hastings College of the Law for two years. He ran a law office for many years in San Francisco and is now located in the Bacon building, Oakland. In all branches of the law he has

been successful and many an Ajax at the bar has found him a formidable foe. Politically, he is a Republican, and is well known in the annexed district for the part he has taken in public affairs and improvements.



JOHN TISCH,
Proprietor of Several of Oakland's Ton-
sorial Parlors.

**AARON TURNER**

college he followed the vocation of a school teacher before taking up the practice of law.

Mr. Turner is secretary and director of Thayer Bench Vice and Tool Company, a large tool manufacturing concern, and secretary of Oakland Whaling and Transportation Company, which operates a fleet of whaling vessels from Oakland.

He is also a member and active worker in several improvement clubs and civic organizations in East Oakland and annexed district, and was elected justice of the peace of Brooklyn township at the last general election.

Mr. Turner is married and the proud father of a three-year-old son.

**R. WALLACE DOIG.**

Rolla Wallace Doig was born at Washington, Iowa. His father was Dr. James Rolla Doig, was professor of Latin and Greek in Monmouth College at Monmouth, Illinois, for many years. He was the father of a large family, most of whom are still living. Two of the brothers of Rolla Wallace Doig are Doctors of Medicine in the southern part of this State. His mother was, before her marriage, Agnes L. Wallace of Pittsburg, Pennsylvania.

Rolla Wallace Doig was educated in the schools of Monmouth, Illinois. His first occupation was in the real estate and insurance business. While still in this business he was elected to the office of Clerk of the Superior Court which office he held for two terms.

At the expiration of his second term he came to California, but very soon returned east to attend the Chicago Ophthalmic College to fit himself for the work in which he is now engaged. After graduating from this college he opened offices in the Columbus Memorial building, on State street, Chicago, where he practiced for a number of years. Afterwards, wishing to get away from the climate of Chicago he sold his practice to Dr. Arthur G. French and came with his family direct to Oakland.

For about three years he was connected with the California Optical Company of Oakland, after which he opened offices in the First National Bank building in this city, where he is now engaged in the practice of optometry exclusively. His thorough work in the handling of eye troubles has brought him an abundant practice. Mr. Doig is a member of Live Oak Lodge No. 61, F. and A. M., and is president of the Alameda County Society of Optometrists.

AARON TURNER.

Aaron Turner is a New Yorker; native of Oswego, that state. His father, Peter Turner, comes of English-Dutch extraction, among the very earliest settlers of New York State, and his mother, Edith A., of Scotch-Irish descent.

The subject of this sketch received his early education in the schools of his native and adopted states and finished at Harvard University. As a student, Mr. Turner stood at the head of his class in high school, where he prepared for college and at Harvard completed a four-year course in three years and was graduated with high honors. Leaving

—Bushnell Photo.

LEO. R. WEIL.

Leo. R. Weil is a native Californian, born in July, 1873, in San Francisco. His father, now a prominent music teacher in that city, was during the civil war an officer in a New York regiment. Since then, however, he has devoted his attention to the study and teaching of music. He has written many songs and operas and will be remembered as at one time stage director for the famous "Bostonians."

The son, Leo. R. Weil, was a student of music from the time he was five years of age up to his eighteenth year, and then gained a practical business knowledge of the music game in the store of F. R. Girard, piano dealer in Oakland.

He entered the Union Savings Bank in October, 1892, as office boy and collector, served in every department of the bank and during the latter period acted as loan teller. He left the bank in September, 1906, and engaged in the real estate and insurance business with Joseph H. Norris, with offices in the Bacon building. He dissolved partnership with Norris in March, 1908, engaged in the same business alone until September, 1909, and then joined the firm of R. D. Hunter & Co., with offices in the Delger building as full partner. Their principal business is insurance, loans and notary work. The firm represents the Pennsylvania, North America, Commercial and American Bonding companies.

Since being on the Board of Education Mr. Weil has taken great interest in music in the schools. He came to Oakland in 1887, and owns property in Linda Vista terrace. He has always been interested in public affairs but never in politics until elected school director. Mr. Weil was secretary of the Oakland Board of Fire Underwriters during 1908 and served on the executive committee in 1907. He is a married man and has one child, a daughter.

STORIES OF SUCCESSFUL MEN OF AFFAIRS



FRANK L. RAWSON.

Frank L. Rawson, attorney, with offices in the Bacon Block, is a native of Wisconsin, and 42 years of age. His father, Oliver Rawson, is a direct descendant of Edward Rawson, one of the Pilgrim fathers, and secretary of the Massachusetts Colonies for eighteen years. Ancestors have all been prominent in military and civic affairs from the time of King Henry II.

Mr. Rawson is distinctively a self-made man, receiving his early education in San Francisco and San Landro schools and initial practical education with various law firms in Southern California. He was married February 7, 1906, in Oakland, Cal., to Clara Frances Boardman, granddaughter of W. F. Boardman, the well known surveyor of Alameda county, former city engineer and county surveyor and early county assessor, and has two daughters, Marion Laurette and Leleta Frances.

Mr. Rawson is intensely interested in and identified as organizer and supreme president of the Moot Court Association of California, a corporation founded for assisting law students and young lawyers in practical court work, a free institution; furthermore, has never held any office which doesn't want any and as he expresses it, "Desires to be left alone."

JACK ROHAN.

There is one incident alone in the career of Jack Rohan, the coal dealer, with offices at 800 Washington street, which proves conclusively that his civic pride is of the sterling quality, and that it cannot be commercialized by any monetary consideration. It will be remembered that shortly after the earthquake the inhabitants of the Barbary Coast all flocked to this side of the bay. There was a wholesale scramble to find a desirable location to recoup their losses. The property which was most centrally located for a rendezvous similar to the Barbary Coast belonged to Jack Rohan, and lay around Fifth and Sixth street. The promoters of the scheme were elated at the selection of the place. "Right in the heart of the business district," they said, where they could "ketch 'em comin' and goin'" and then they began their overtures to Jack Rohan. They figured that the property was only bringing a nominal amount and that they could overcome whatever obstacles which might arise with the tempting offer of \$1200 per month, several times the sum that the holdings were bringing. But Rohan couldn't see the offer. He didn't think it would do Oakland any good, and he said so, and his decision was positive and final.

This may account in a measure for Jack Rohan's popularity. At any rate he has rendered Oakland a service which should always be remembered by those who hold its interests at heart.



JOHN CHRISTIANSON SCOTT.

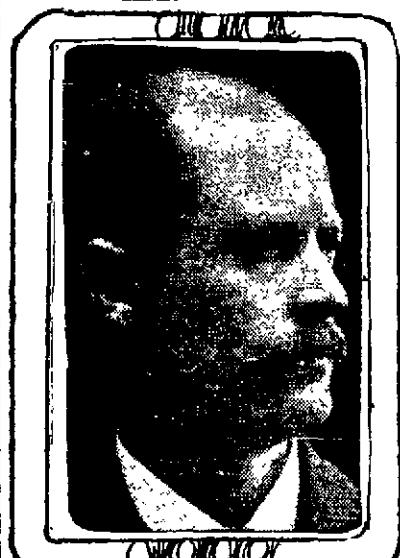
The subject of this sketch was born March 2, 1861, in Haderslev, now Germany, but at that time subservient to Denmark. His father, Christian Scott, followed the trade of a blacksmith, and naturally the son followed in his footsteps. Moving to America in 1879 the Scotts settled in Iowa, where the son, John C., obtained his education at the Iowa State Normal School.

Mr. Scott was for a few years a journeyman carpenter, then a teacher, but the major portion of his life has been devoted to the practice of law, holding

admiration of the general public. Right in the average man's estimation is a relative term confined to the limitations of his own visual horizon. It matters not a particle in summing up the estimate of a fellow man how his opinions may differ with yours on matters of economic or sociological importance. The average citizen glories in the blessed privilege of thinking out his own problems, and adhering to his own principles, right or wrong, and feels that everybody else should have the same prerogative. Only the egoist of a pronounced type considers himself infallible and is unwilling to concede the greatness of an adversary whose views are diametrically opposed to his own. The determination of merit is not based upon the question, "Is he right in his views?" but "Is he sincere?" Any student of affairs can solve grave problems to his own satisfaction and just what new point is well taken is always a matter of speculation as long as the problem is theoretical. To believe is one thing; to know is another. Greatness lies in sincerity of belief more often than certainty of knowledge. So the good natured public worships at the shrine of the honest believer who advocates its causes. It listens to his precepts, willing to be convinced. It feels that his views constitute his conception of what he considers their rights. Take as an example Harold Everhardt, possibly the most active and outspoken member of the city council. Many people do not agree with his teachings, but he has the profoundest respect of the people of Oakland. Nobody doubts his sincerity, and many agree with his teachings. He has the esteem of the entire city because he is fearless and sincere.

—Bushnell Photo.
at one time the position of city attorney of the city of Cedar Falls, Iowa, where he practiced law for thirteen years, and where he was married in 1892 to Miss Minnie E. Thompson. There is one child in the family, Leo L. Scott.

Mr. Scott began the practice of his profession in Oakland, February, 1902. At that time he had visited all the most important cities on the Coast and concluded that Oakland presented the best field, having a better apparent future than any other city in the West. Mr. Scott is a member of Sequoia Lodge, F. & A. M., the K. O. T. M., the Danish Brotherhood and "Donia."



B. B. JONES.

Mr. Jones is president of the Alameda county branch of the Moot Court Association. This is the student body organized for the training and development of young men in the legal profession. Mr. Jones is also a deputy in the office of County Recorder Bacon.

William R. Davis was born in Iowa and came to California at the age of four years, residing here ever since. He graduated from the University of California in the class of 1874, and after further study took the degree of A. M. in 1877. He was admitted to the Supreme Court of California in 1878, to the United States district and circuit courts in 1880, and to the Supreme Court of the United States in 1886. Davis was elected Mayor of Oakland on the Republican ticket in 1887. He has always been a Republican first, last and all the time, being chairman of the Alameda county delegation to the State Republican convention in 1890 and president of the National Republican League of the county in 1896. Davis has rendered distinguished services to his party and university as well as to the community in which he has made his home.

HAROLD EVERHARDT,
COUNCILMAN

The man who does things these days is the man who causes the public to sit up and take notice. It is one of the fundamental principles of human nature to admire a man with convictions. Whether one agrees with the convictions of another or not is of secondary importance. In estimating the character of a man the primary consideration upon which the estimate is based is sincerity of purpose. The man who is willing to fight in the open for his principles, not only deserves, but demands the



HARMON BELL.

One of Oakland's foremost lawyers is Harmon Bell, who is the counsel for the Key Route and Oakland Traction Companies. Bell is a native of Oakland, and received his education in Michigan and California. He has been practicing law for a period of more than twenty years in this state and in Kansas City, Missouri, where he was an active member of the bar and was a member for Kansas City in the Missouri legislature for two years. Bell has always been an adherent of the Republican party. He has now been practicing law on the coast for nearly thirteen years, coming first to San Francisco and later to Oakland about six years ago, and has been a valued addition to the local representatives of the legal profession.



A. P. LEACH.

Abe Powell Leach, born July 27, 1873, at Vallejo, Cal., and was educated in Oakland schools, graduating from Oakland High School May, 1892, and University of California; degree of L. B., May, 1895. Began life as a newspaper reporter, and has been identified politically as deputy district attorney and prosecuting attorney of police court for eight years.

Is a member of the Nile Club and all branches of York rite of Masonry.

Mr. Leach was married at Oakland, February 6, 1901, to Miss Freda Curds, and one boy, Abe, Jr., born July 1, 1903, is the only child.

W. A. SIEBE

Among the very interesting places of amusement in and around Oakland will be found Shell Mound Park, which is located in Emeryville, about 20 minutes' ride from the heart of Oakland and on the suburban lines of the Southern Pacific railroad. This park for the past 32 years has been operated by Captain Ludwig Siebe and Sons, W. A. Siebe being the active manager for the past few years.

Shell Mound Park is selected by the big societies of San Francisco and Oakland for their annual picnics and a very unique section they have made. "Shell Mound" there is everything that one could possibly imagine to make a real old-fashioned picnic a success.

The owners of the park boast of having one of the finest merry-go-rounds in the West, having cost in excess of five thousand dollars. There are many booths also for candy, ice cream, photographic, small shooting galleries for pistol shooting and long 200-yard range shooting galleries, where some of the big world's records have been established. In the bowling alley a 25-yard shooting gallery is also kept up for winter weather, and hundreds of sportsmen enjoy the privileges of this gallery. Most of the records made by James E. Gordon, the world's champion shot, have been made at the Shell Mound Park shooting galleries.

In the park there is an amphitheater in which very interesting athletic exhibits take place. There is a seating capacity in this theater for 5000 people.

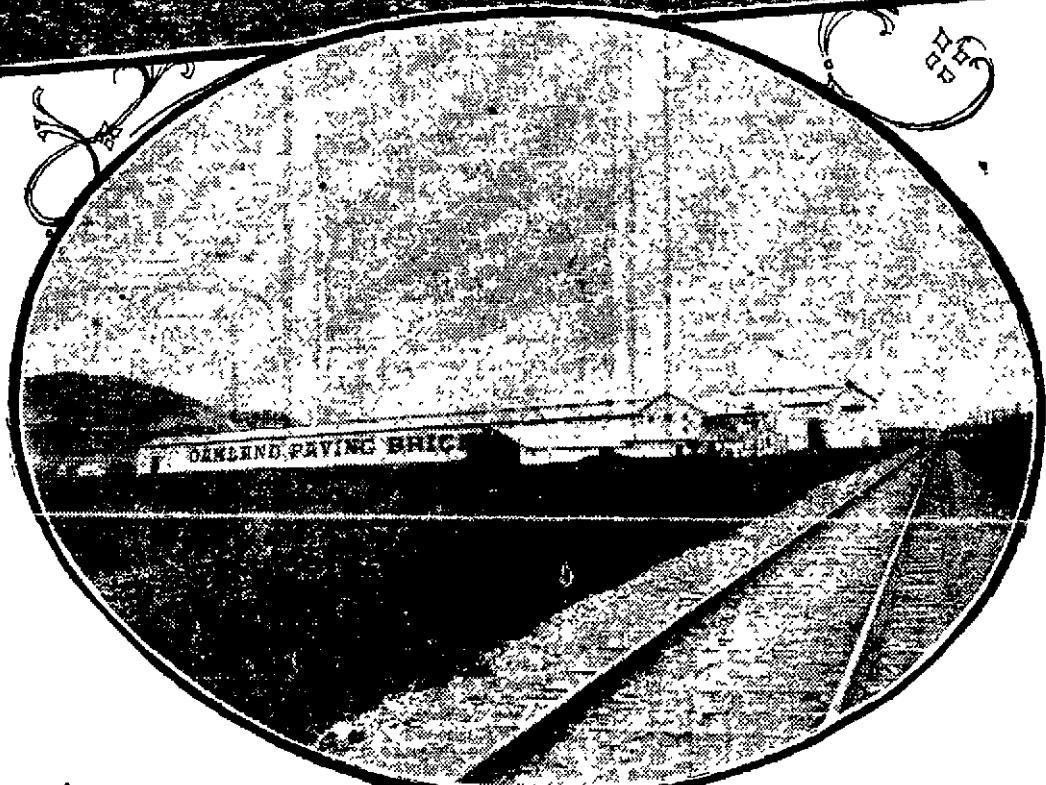
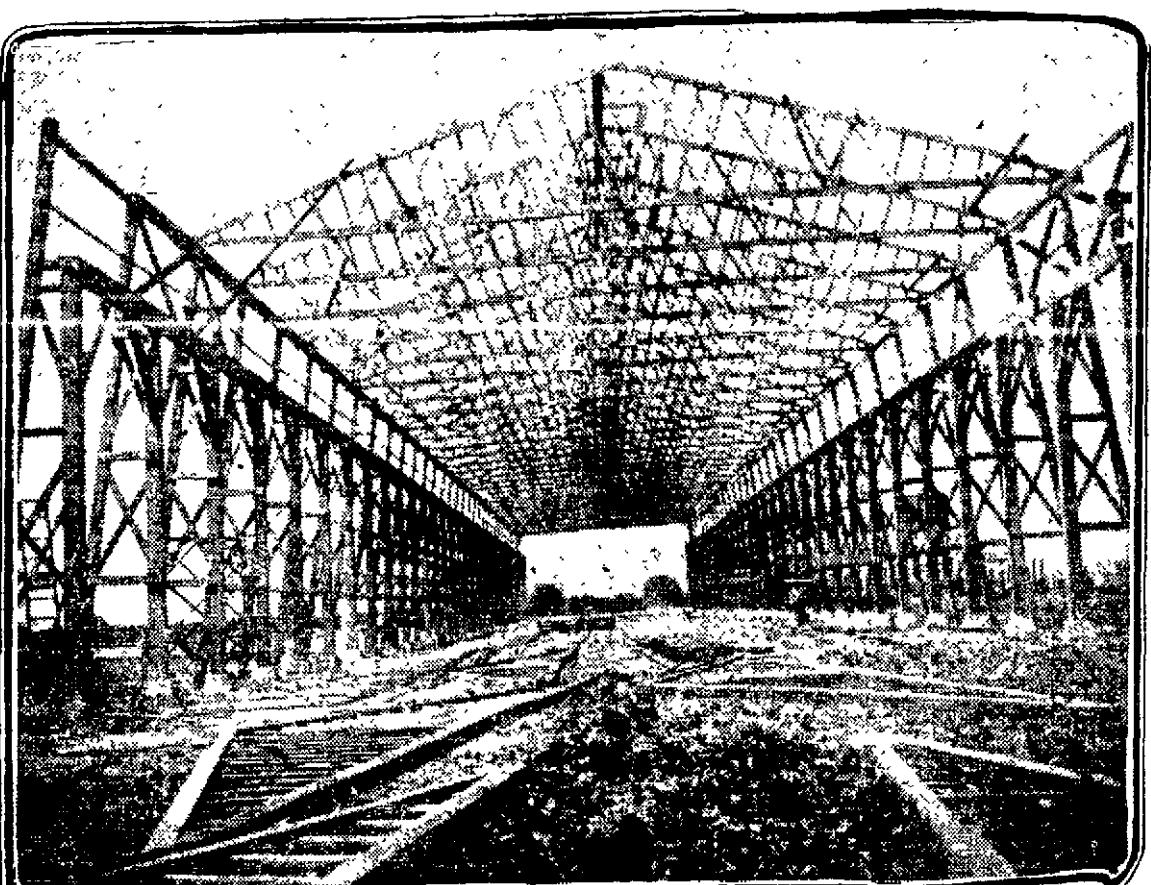
Two large dancing pavilions are kept in excellent condition, one being 80x130 feet; the other, which is an oval shape, is 90 feet in diameter. A large dining room has been provided for the people who do not care to be bothered by carrying their lunch, it being possible to seat three hundred people.

Recently W. A. Siebe, the manager, added a children's playground, which is surrounded by beautiful, well kept and trimmed evergreen trees, which will add materially to the beauty of the spot set aside for the use of children.

W. A. SIEBE,
Manager of "Shell Mound Park"

Paving Brick Co. to Be One of Largest in World

OAKLAND PAVING BRICK CO.



As seen by statistics Alameda county is rapidly forging to the front in manufacturing as well as in other particulars.

Manufacturers are quick to see the satisfactory conditions under which manufacturing can be carried on, on the continental side of the bay, and as a result the present is witnessing the completion of one of the largest if not the largest concerns of its kind in the country.

Nothing is more conducive to the well being of the people at large than the steady and remunerative employment for the working men, in other words, it makes "good times" for everybody, the working men themselves, the retailer and wholesaler, and in fact, every one who has anything to sell.

Another thing, Alameda county manufacturers are advertising this in every country of the globe, for Alameda county products are being sold and used the world over.

Industries like the Oakland Paving Brick Company located at Decoto give impetus to the development of the eastern part of the county, and a commercial plant of this kind and with the backing of such men as comprise its officers and directorate, are deserving of the patronage and encouragement of all loyal Oaklanders as well as Californians in general.

The factory, which is a mammoth structure, and just being completed, is of the most modern type for the manufacture of vitrified paving, sewer and building brick in the United States.

The daily capacity on common brick is 165,000.

On repress building, paving and sewer brick, 100,000.

Operated continuously the amount of work turned out will be very large.

Unequaled transportation facilities, modern construction and up-to-date machinery has reduced the cost of production and handling of products, enabling the company to offer the public the various kinds of BRICK made by it at prices below anything heretofore heard of in California.

The Oakland Paving Brick Company sells its products direct to the consumer, saving the customer a middleman's profit.

Persons interested are cordially invited to visit the plant which they can reach by both the Western Pacific and Southern Pacific railroads.

The officers of the company are: L. G. Burpee, president; E. A. Heron, vice-president; First National Bank of Oakland, treasurer; C. K. Holloway, secretary.

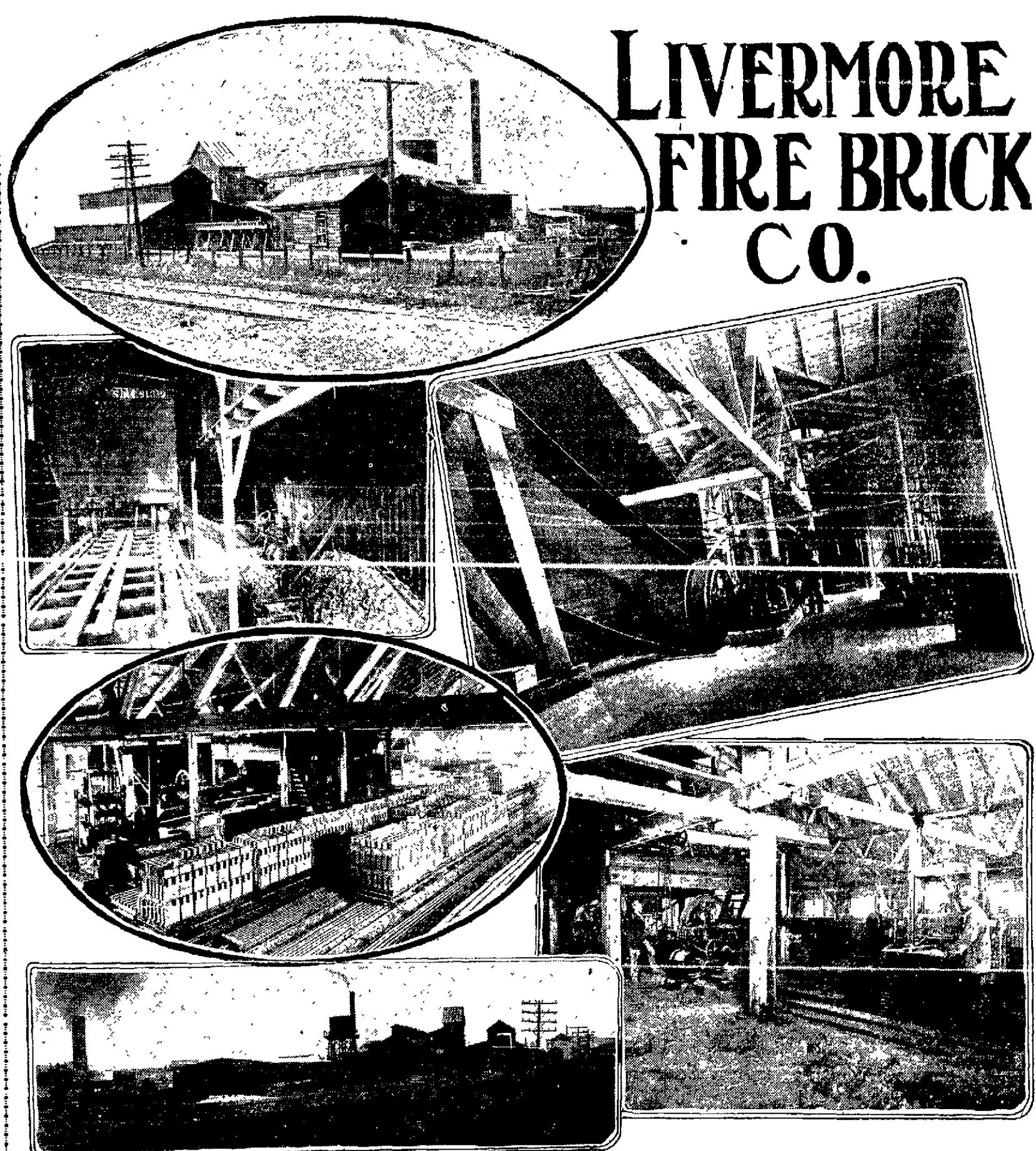
Directors—L. G. Burpee, E. L. Dow, E. A. Heron, W. H. Taylor, W. S. Cook.

Offices—Rooms 610-611-612, First National Bank Building, Oakland, Cal.

Factory—Decoto, Alameda county, Cal.

Livermore Company Strengthened With New Capital and Energy

LIVERMORE
FIRE BRICK
CO.



The Livermore Fire Brick Company, whose factory, is located in the town of Livermore, and has its offices at rooms 610-611-612 in the First National Bank building, Oakland, has recently been invigorated with new capital and energy and with the plant reconstructed in every way possible to add to its efficiency is one of the large enterprises of the State.

The Company has installed the only complete line of machinery on the Pacific Coast

for the manufacture of STANDARD FIRE BRICK, SHAPES FOR IRON, STEEL and GLASS FURNACES, ROTARY CEMENT KILNS, CUPOLA LININGS, BOILER SETTINGS and LOCOMOTIVE BLOCKS.

The business of this industry is to make HIGH-GRADE REFRACTORY CLAY PRODUCTS.

They make anything out of fire clay suited to any purpose for which fire clay is intended.

The company make just what is wanted, first ascertaining the use to which the product is intended.

The pictures on this page are descriptive of the magnitude of the LIVERMORE FIRE BRICK COMPANY, showing the buildings on the outside, as well as some of the interior workings of the plant.

The company will be glad to submit prices on application.

BUSINESS GROWS WITH LEAPS AND BOUNDS

Oaklanders Quickly Learned Local Merchants Were Giving Them Better Values and Prices and Now Almost All Are Trading at Home, Giving Business Gigantic Boost



OAKLAND'S people are learning that it is to their advantage to buy goods in their own home town, say the retail merchants as they turn over the fat ledgers of last year's business. Oakland's retail business has increased by leaps and bounds in the year just ended, and every line of trade is feeling the influence of the influx of patronage which has fallen to their share for the last few months. More people are trading at home, more money is being spent on this side of the bay by the people who live here, and the retail trade is in consequence developing and becoming more and more cosmopolitan in its nature to meet the increasing needs of a fast-growing metropolis.

Magnificent new store buildings have been erected to house the huge stocks of the larger of the retail concerns, with the most up-to-date of fittings and furnishings to capture the eye of the shopper and minister to his or her comfort and convenience. Many concerns which started in the humblest of small shops and with the least obtrusive of painted signs now hold forth in handsome buildings of the most modern style and with blazing electric capitals many feet high whose brilliancy heralds the prosperity and modernity of the firms who have kept pace with the growth of the city which has been their home for the last decade and more. The increase of business during the past year has been felt by every department of the retail trade of the city. Jewelers, confectioners, grocers, furniture dealers, dealers in men's and women's clothing, as well as the big department stores that carry all of these things under one roof, have felt the expansion and enlarged their facilities to meet it.

Commercial Activities Great

Oakland's commercial activities are greater in proportion to her size than those of any other city on the continent with an equal population. Owing to the permanent character of her inhabitants the purchasing power per capita is three times greater than in communities where the population is of a more migratory disposition, or with a larger proportion of the immigrant class or a higher percentage of poverty. The

number of representatives of such classes in this city is so low as to be practically negligible, which insures a larger volume of trade than would be the case in the average city of equal population.

The lines of stock carried by the retail concerns of the city are of such scope and variety as to give the shops an appearance of belonging to a metropolis of twice the size of Oakland. They are drawn from all parts of the world, wherever the best of such articles are found. Silks from France and the Orient, laces from the countries of the old world, mahogany from Central America, teak wood from China and the Indian Archipelago, conserves of figs and dates from Turkey and Arabia, jewels from the mines of Brazil and South Africa, to the treasure-hoards of Indian kings and the safe-deposit vaults of the capitals of the world, and many other articles from the remote corners of the universe are brought here to cater to the tastes of the metropolis which has grown up with such gigantic strides in recent years.

European marts of trade and eastern factories send their best to the people of Oakland, and in such volume that the merchants of the coast are able to obtain all the advantages that are claimed by eastern firms.

Business Shows Big Growth

The city's remarkable development has been reflected in the growth of its stores and business houses. At the beginning of many of the great concerns of today the small local trade was all that the community had to offer, but with the phenomenal growth and expansion of Oakland the old-time small establishments have grown into business houses of which any great city would be justifiably proud. The methods which have contributed to this unusual development are those of honesty, industry and conscientious dealing in the least as well as the greatest affairs, and a constant alertness to grasp and cope with any opportunity which would lead to a greater spread of trade and development of facilities for retail commerce. By these methods the trade of the huge concerns of the city is not confined to Oakland alone, but reaches many remote sections of the state, and numbers of people in the inland communities have shown their confidence in the superior advantages of Oakland as a trading center by bringing their patronage here.

The people of this city take great pride in the busi-

ness community, as they cannot fail to do in view of the facts. The merchants who are in the van of the wonderful expansion which has taken place are representative of the progressive spirit of the city, and have made themselves an important factor in promoting its best interests.

The Chamber of Commerce and the Merchants' Exchange, which are the particular organizations of the merchants and business men of the city, are strong organizations which have been in the forefront of the progressive movements which have followed upon the heels of one another for the last year as in the years previous.

A significant feature of the business of the city is that the firms which were established in the days of the small beginnings of the gigantic metropolis of today are still the leading concerns of the city. Volumes are spoken for the stability and prosperity of the community by the fact that storms which swept many establishments in other parts of the country into the limbo of the forgotten have passed unnoticed over the merchants of Oakland. Such firms as Taft & Pennoyer, H. Morton, H. C. Capwell & Co., M. J. Keller & Co., Charles J. Heeseman, Kahn Brothers, the Abrahams, J. T. Moran and William Smith are milestones which mark the furthest development in the wonderful expansion of the trade of Oakland.

Rated High in the East

The merchants of Oakland, individually and as a class, are rated high on the commercial registers of the world for their financial stability and business standing. The extent and character of their purchases give them high place among the millmen and manufacturers of the East and Europe, as well as the fact that in the face of panic and adverse conditions they are able to avail themselves of the advantages which go with purchases for cash only.

In regard to the conduct of the great retail firms they are based upon the stable principles of the greatest of the conservative merchants of the largest cities of the East, and the wisdom of their management is reflected in the excellent conditions which prevail throughout the shops and stores of the wideawake metropolis on the eastern shore of the bay.

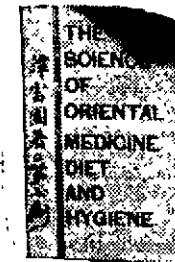
enth street, Oakland, a store at 2583 Shattuck avenue, Berkeley; also at 216 Washington street, San Francisco. From their mammoth warehouse at the foot of Webster street they operate three steamers (which belong to the firm) between Oakland and Sacramento river points. They own a large Annie packing house at Sebastopol, Cal., from which they make early shipments to the large eastern cities each year.

They act as commission merchants and handle green and dried fruits, potatoes, flour, hay, grain and butter and poultry, eggs, etc. So enormous is their connection that they are able to accept the largest consignments and to pay for them the highest market prices. The company can make the promptest transhipments from boats at its wharf while the most up-to-date facilities have been installed for receiving and dispatching consignments from all the other branch depots.

The firm is composed of George W. Hatch, president; C. W. Hunt, vice-president; W. M. Wheeler, secretary; A. Goux, manager, and F. Gay, traveling representative.

The Foo & Wing Herb Co., Inc.

DR. T. FOO YUEN, President



The oldest and strongest organization of its kind in the United States with branches in Boston, Los Angeles, and San Jose. Home office in Oakland. Numbering among its hundreds of patrons many prominent people. They use nothing but Chinese Herbs and Remedies, with the services of five skilled Chinese doctors, in the pulse diagnosis which is given free, together with a 300 page book on Oriental Medicine and Hygiene. (Nothing like it published.) All to be had for the asking.

We only charge for the Herbs. American people in attendance.

Home Office: 1912 BROADWAY, OAKLAND

COOK-MORGAN
STORAGE CO.

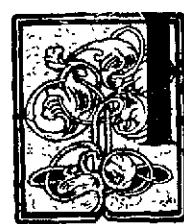
PRIVATE LOCKED ROOMS FOR H.H. GOODS
SHOERS JACKERS SHIRERS & MOVERS OF
FINE FURNITURE FOR PARTICULAR PEOPLE.

OFFICE: 503-14th Street, OAKLAND, CAL.

PHONE: 101-244-8 SAN FRANCISCO LINE.
111-224-4 LINNEN LINE.

MILLIONS ARE EXPENDED FOR NEW BUILDINGS

Skyscrapers Grew During Past Year But New Ones Under Way and in Contemplation to Accommodate the Demands Made by the Great Increase in Business and Population



In the year 1910, now closed, Oakland spent approximately \$6,500,000 in new building. Indeed, for the twelve months ending November 30, the records of the board of public works show that the total number of permits issued during that period was 3945, and the total value \$6,695,786.22. This brings the total value of new construction in Oakland during the past five years to nearly \$35,000,000. Over 20,000 new buildings of all kinds have been erected during that time in Oakland proper—that is, as it was before the suburban settlements were annexed in November, 1909. No record was kept of the new buildings erected in the annexed territory between the beginning of 1906 and the close of 1909, when a marvelous number of new buildings were erected within it to meet the demands of its phenomenal growth.

The value of the buildings erected in the annexed district during that four years of rapid development cannot be determined; but it is not an over-estimate to assume that it amounts to \$5,000,000, which makes the total cost of new construction in five years in Oakland, as it exists today, approximately \$40,000,000.

During the year 1910, \$4,250,000 was spent in new dwellings. Of this sum, about \$1,850,000 was spent in the erection of one-story cottages; \$1,200,000 in two-story dwellings; nearly \$900,000 in flats, and over \$300,000 in apartment houses. In round numbers close on \$900,000 was spent during the year in class A steel and reinforced concrete hotel buildings.

Among the building operations of the year a number of modern business blocks have also been built and others of still larger magnitude and growth have been started. Included in the list of business blocks built during the year are the Heeseman block, with frontages on Clay and Thirteenth streets, costing over \$150,000. The Laffey block on Fourteenth street, between Clay and Jefferson streets, costing about \$100,000. The Young Men's Christian Association block at the northwest corner of Twenty-first street and Telegraph avenue, costing \$250,000, and others of a less costly and imposing character.

Other large buildings which have been started during the year, and which are now in course of construction, are the big Oakland hotel, which will have cost when completed over \$1,000,000; the municipal elec-

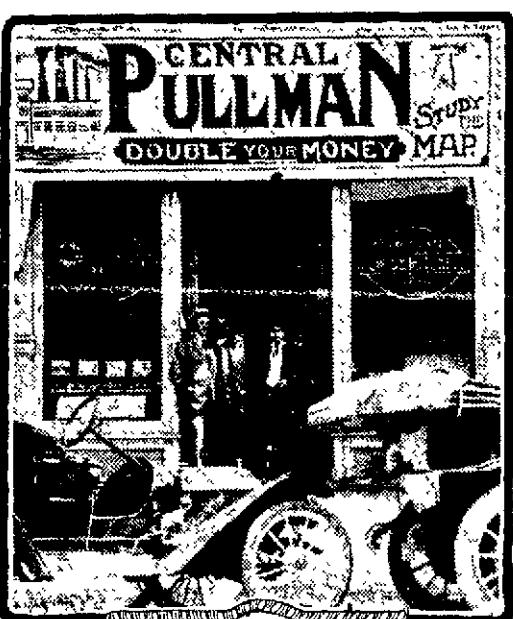
tricity building, costing \$45,000; the four-story reinforced concrete Polytechnic Engineering building, costing over \$75,000, the eight-story steel frame addition to the Realty Syndicate building, which is now a ten-story structure, the steel frame of which is already in place and which will be ready for occupancy on or before June 1, representing an outlay which will bring the total cost up to \$750,000; and the R. E. Perry seven-story class A building, which will cost approximately \$100,000.

During the year which has just dawned, the \$1,000,000 city hall will be constructed; also the \$400,000 emporium for the H. C. Capwell company; the seven-story structure of the Security Bank and Trust company, to cost over \$250,000 and a number of other business blocks of scarcely an inferior in character within the central business district, for which plans have either been already drawn, or are now being prepared. This year will also witness the erection of new passenger depot of the Southern Pacific company at Sixteenth street which will cost \$250,000. Present indications are that Oakland will see more and larger and more costly new building construction than it has ever before experienced at any time in its past history.

THE DOWNTOWN HOTEL OF OAKLAND.
Louis Aber, Prop.



WASHINGTON AT 10th
OAKLAND, CAL.



LEWIS & MITCHELL,
1262 Broadway, Oakland.

Our clients in Central Pullman and Claremont Palms Tract are assured of a happy and prosperous new year ♦ ♦ ♦

OAKLAND PROUD OF LAUNDRIES OPERATED BY WHITE MEN



PICTURE SHOWING GENERAL CLEANLINESS OF A WHITE LAUNDRY.

So often in speaking of a city the subject comes up about cleanliness. The city of Oakland ranks second to none on the Pacific Coast, it being recognized as one of the cleanest cities in America. But in speaking of cleanliness our thoughts are carried to the laundries which are a much more important factor to a city than most people imagine.

In Alameda county there are about forty big laundries which are owned and operated by Americans (or white people of some other nationality). In these laundries there are employed about four thousand men and women, all of whom receive very good pay, consistent of course, with the work they do in their respective positions.

These laundries mean much to the commercial life of a community. For instance, the salaries alone paid in a year to employees of white laundries is from \$2,400,000 to \$2,750,000. This is an extremely conservative estimate as the writer has taken an average of only \$12 per week for each person.

If the general public knew the amount of money circulated every day by laundry workers, fewer employees of stores and other business houses of Alameda county would spend their money with the Chinese and Japanese laundries, whose employees live on a few cents per day and mean nothing to a community outside their own zone.

Still there are thousands of people who send their soiled clothes to a Japanese or Chinese laundry to be cleaned.

The original intention at the commencement of this article was to elaborate only on the modern machinery and the great expense the laundrymen have incurred in the installation of such machinery as the improved facilities require, but one of the most important features of the white laundries would thereby be omitted, and the comparison to follow would be less understood.

Water softeners, that save labor, soap and rubbing and represent quite an outlay, starching machines, extractors, steam ironers, etc., are no small item of ex-

pense in a well-equipped laundry and are worthy of an inspection and of an educational value to one not familiar with up-to-date laundry methods.

Of the sanitary conditions that abound in the white laundries a brief mention will be made.

Spotless cleanliness prevails everywhere. The floors are of cement and perfectly drained, and the system of ventilation and the abundance of light that floods the establishments is as near perfection as human ingenuity could devise.

The clothes when put in revolving washers are washed thoroughly and quickly in hot soft water, and the revolutions force the water through the garments, rendering them clean in a very short time. The clothes are rinsed in the same machines in six complete changes of water. Every article is thoroughly sterilized and when removed from the washing machines are not only but odorless and absolutely aseptic.

Care is taken to prevent any signs of disease, either of a slight or dangerous character. The premises of the white laundries are free from dampness and some are so constructed as to be very inviting to the visitor, and a pleasure to be employed therein.

The following article is in striking contrast with the description of the places conducted by white men, and applies to 90 per cent of the laundries operated by Asiatics:

Chinese and Japanese Laundries as a Source of Infection.

The transmission of the various Asiatic diseases frequently takes place through the medium of clothes laundered by Asiatics. The Chinese are notoriously addicted to the habit of living and sleeping in same rooms where the washing, drying and ironing of clothes is done.

There have been specific instances where contagion has been directly traced, and without doubt, the alarming increase of trachoma among whites is directly at-

tributable to the employment of Asiatic laundries, especially Japanese. Several well defined cases of trachoma were observed among Japanese laundrymen in the cities of Oakland and San Jose. Any person conversant with this disease can readily detect a case through a peculiar appearance of the eye and the enlarged and more or less inflamed condition of the lids. While treatment obscures the disease to an extent, it is impossible to entirely eradicate the evidences of it.

"The outbreak of the bubonic plague which occurred in Seattle in 1908 was traced directly to an Oriental laundry. The original victim was found dead on the floor of his laundry. The undertaker who attended the body died within twenty-four hours; his assistant followed within a day; and a female relative also succumbed. A police officer whose family patronized this laundry, together with two of his relatives, died within the week.

"Aside from ethical reasons, the persons who would imperil the health and lives of themselves or their families for the sake of a few pennies are certainly following a course which is of doubtful economy, and almost sure to bring terrible and swift disaster in the shape of Asiatic pestilence or disease."

Thus, it may be seen, the danger lurking at the very threshold of our homes when patronizing Chinese and Japanese laundries.

Another thing, they work from twelve to fifteen hours per day, and it is no uncommon occurrence to see Japanese laundry wagons working all day Sunday.

The employees of white laundries not only have respectable hours daily, but are through early on Saturday, working only half the day.

THE WORLD'S GREAT INDUSTRY.

The laundry industry in the United States is of mammoth proportions, ranking third in capital invested and seventh in the number of persons employed.

In Alameda county the record is even more flattering, as the laundry industry here leads all other manufacturers from the standpoint of the number of workers engaged.

BEST POLICED CITY ON THE PACIFIC COAST

*Modern Methods Employed in Detection of Crime—Police Greatly Assisted by the Police Courts
Fine Record Made in Recovery of Stolen Property During the Past Year in the City*



OAKLAND is recognized as one of the best policed cities on the Pacific Coast, and it is due largely to the systematic organization and discipline of the local force, and to the method of handling crooks in the local police courts that this is the fact. Through the efforts of Superintendent of Police Adelbert Wilson, the department has been increased to meet the needs of the annexed territory. Captain of Detectives Walter J. Petersen is recognized as perhaps the cleverest executive head of a detective bureau in the west. The night and day details of the regular patrols are in charge of two men of experience and ability, Inspectors F. J. Lynch and Charles Bock.

The city of Oakland is peculiarly fortunate in that no breath of suspicion can possibly smirch the clean record of the men at present at the head of the police department. Superintendent Wilson, a veteran in police work, has a record for absolute integrity of character and is the object of the highest respect on the part of the best citizens of Oakland.

With a clean police department to insure the apprehension of criminals, the local police courts bear the name of dealing out impartial justice. By the system of probation in effect an effort is made to give first offenders another chance, but the utmost severity is visited upon the head of the professional crook who strays into Oakland and gets caught. The record the Oakland courts and the Oakland detectives have made in this regard is known among yeggmen, thugs and crooks, and for the most part the "professional fraternity" give the Athens of the Pacific a very wide berth.

The business transacted by the local courts is, however, a sign of the growth of the city in the past year. This has increased materially, and has resulted in the position of bailiff of the court becoming a responsible one. The police work of the city courts is divided between two departments, Judge Mortimer Smith presiding over one, and Judge George Samuels over the other. Between them during the past year they handled over 7800 offenders against the law.

Police Detail Is Up to Date.

Considerable money is handled through the courts in bail, fines and forfeitures. All this goes through the hands of Court Bailiff Charles McCarthy of Department No. 1. A strict accounting is kept of this, and a system of bookkeeping serving to check up the accounts. Over \$125,000 was taken in in connection with police business, a large part of this being returned in the form of bail redemptions. The actual receipts in Department No. 1 in fines and forfeitures for the past twelve months netted the city the tidy sum of \$30,062, while he harvest from department No. 2 amounted to \$23,627.

A card index filing system of the most elaborate nature, devised by Captain of Detectives Walter J. Petersen serves to check all disposition of lost and stolen goods in the local pawn shops. All reports of articles lost or stolen are segregated and filed under descriptive headings on blue cards. All articles pawned are listed with the department, segregated, and filed under the same descriptive index. The report of the article stolen and the report of the article then come together automatically in the file, and the lost recovered. Lou Agnew, clerk to Captain Petersen, has this work in hand, and the record for twelve months is unparalleled in police record. It shows the following:

Report of total valuation of property lost, stolen and recovered, beginning October 1, 1909, up to and including October 31, 1910:
Lost, \$45,089.60; stolen, \$89,666.47; recovered \$101,205.60.

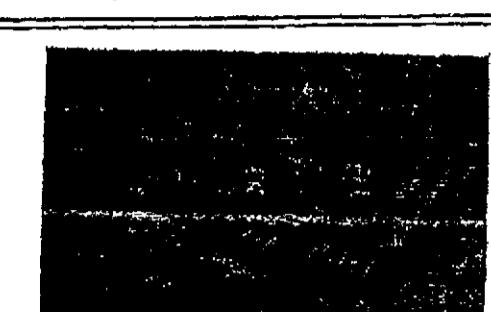


MONARCH OIL REFINING CO.

REFINERS OF

California Petroleum,
Lubricating Oils and Greases
Asphaltum
of all grades.

Offices No. 60 California St., San Francisco, Cal.
Phones—Sutter 648; Home C-1989.
Refinery, Foot of Bristol St., West Berkeley, Cal.
Phones—Berkeley 1660; Home C-2170.



Pacific Coast Lumber and Mill Co.

(OPEN SHOP.)

(Established July 21, 1880.)

Wholesale and retail dealers in

REDWOOD and PINE LUMBER

SASH AND DOORS, GLASS, WEIGHTS AND
CORDS AND MILLWORK OF ALL
DESCRIPTIONS.

Telephones—Oakland 1631; Home A-1088.

Corner Second and Grove Streets
Oakland, Cal.

THIS PAPER.

IS PRINTED FROM

M E T A L

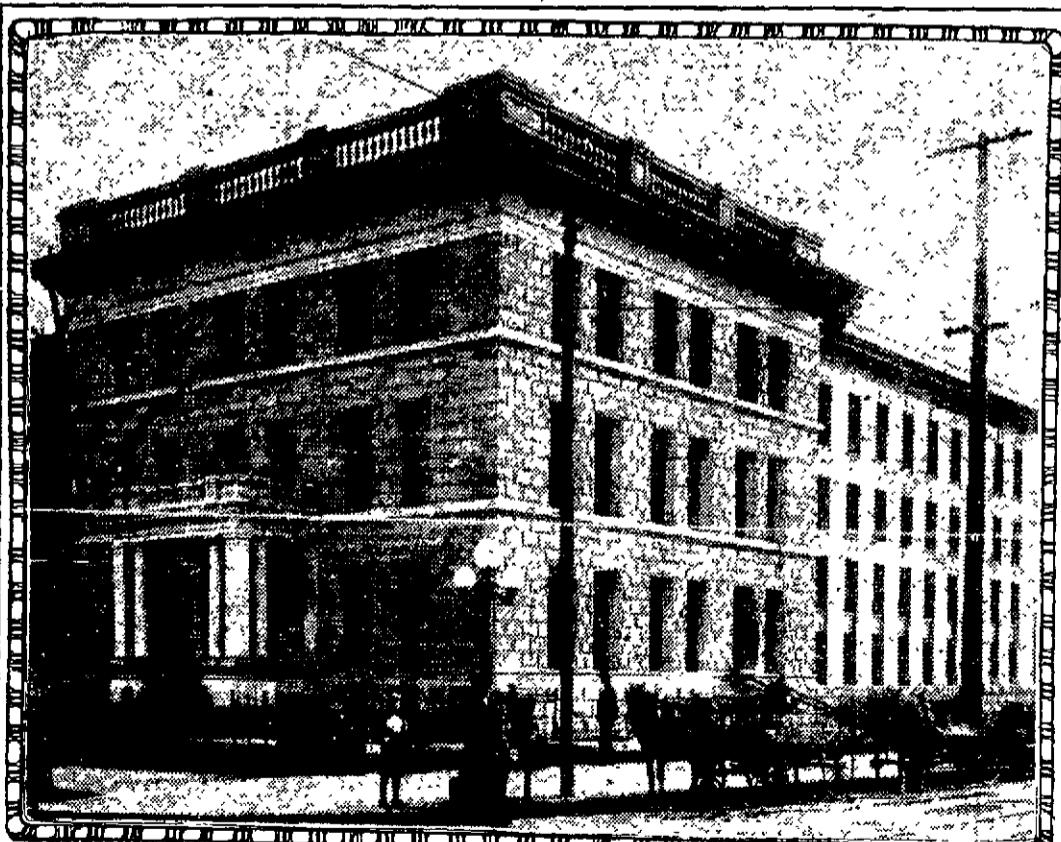
MANUFACTURED BY

Great Western Smelting and Refining Co.

SPEAR AND FOLSOM STS.

San Francisco

Linotype, Stereotype, Monotype and Electro-type Metals. Babbitt, Solder, Lead, etc.



NEW ALAMEDA COUNTY JAIL, ONE OF OUR RECENT CONTRACTS.

C. F. McCARTHY, Pres.

F. A. KOETITZ, Vice-Pres. and Engr.

F. M. BUTLER, Secy. and Treas.

Pacific Construction Company Contractors and Engineers

Office Room 806 St. Clair Building

Corner, Drumm and California.

Telephone Kearny 935. Cable Address "Pacificon."

San Francisco

INDUSTRIES OF MUNICIPALITY DIVERSIFIED

NATIONAL ICE AND COLD STORAGE COMPANY.



W. H. McDONALD.

No more interesting concern in Alameda county could be written about than the National Ice and Cold Storage Co., located at 460 Second st., Oakland.

This concern has grown from the smallest to the largest concern in the county. For no other reason than that they see that the wants of people are taken care of. A few years ago ice was brought to Oakland in box cars and then stored. But it would invariably happen that

in the hottest days the supply of ice would give out. However, modern methods have been introduced and artificial ice is made and stored in the cool months, and during the warmest months of the year the supply is never permitted to get low. This concern manufactures ice at the rate of sixty tons per day, maintaining two freezing plants.

Exceptional facilities have been provided for handling the enormous business which goes through with a dispatch and accuracy which furnishes a tribute to the system and thoroughness of its head.

At the head of the Oakland branch of the California Ice Company will be found Mr. W. H. McDonald, who has been in the ice business for the past 25 years. Mr. McDonald is one of Oakland's most progressive men. And it is due to his executive treatment and pleasing personality that this concern has grown to its present position.

H. D. CUSHING COMPANY.

People who desire to trade at a large, finely appointed, completely stocked grocery store, one of the highest grade and class, and yet that sells goods as cheaply as any store, can find such an establishment as that of the H. D. Cushing Company. This store is large and commodious and occupies a modern building at 129-135 Telegraph avenue, corner Eighteenth street. It is filled with the choicest goods in the grocery line of grocery description. The company carry an immense stock, but their sales are so large that it is always fresh and up-to-date in every particular.

The "Cushing Company," as it is popularly spoken of, makes a specialty of its Cake Department. In this department the public can rely on two things. First, that any cake baked at Cushing's is made from the choicest of material available. They can also rest assured that there is no place in Oakland or, in fact, any place, where better sanitary conditions exist.

The first class quality of everything is guaranteed. Next in importance to quality and completeness of stock is promptness of service in delivery of goods, and in this particular this store also excels, having a large number of experienced, alert and polite employees. Delivery wagons are kept busy early and late making deliveries throughout the city. This store is prepared to extend its custom and respectfully invites trial by those who do not already trade there.

UNION MACHINE WORKS.



The rehabilitation of the Union Machine Works, that were burned to the ground on May 26, 1909, has been little short of miraculous.

In two weeks the machinery was running and they were ready for business. The present structure was put up in six weeks, and now has a complete stock of machinery and the company is continually adding to it.

The works are situated at 369 Third street, between Webster and Franklin, and employ twelve men, who are skilled in all kinds of machine work.

They built two pulp cars for Grayson-Owen Co., as well as similar cars for other concerns. Their work is of such a high class order that shipments are made all over the state.

The Union Machine Works have been established in Oakland for a good many years and bear an excellent reputation.

The officers are J. P. Wholfrom, president and manager and secretary; John G. Wholfrom, treasurer, and Mark Leo one of the directors.

JANSON IRON WORKS, One of Alameda County's Oldest Establishments.

There are few concerns in Alameda county more widely known than the Janson Iron Works, whose plant is located at 6420 San Pablo avenue. Mr. Carl Janson, who is president and the active head of this concern, has been recognized for many years as an authority in the steel and iron business. He owns the waterproof sidewall elevator and does a big business in this branch of the business. The Janson Iron Works also make a specialty of building Fire Escapes, Folding Gates, Steel Stairs, Vault Linings, Jails, etc.

They built the new Marquise, which have recently been attached to the front of Taft & Pennoyer's store, adding materially to the store's beauty.

Mr. Janson's son, Otto, is associated with his father. It being a part of his duties to travel all over the state looking after the firm's outside interests. Both men are big boosters for Oakland and they are always glad to give the public any information they wish regarding the steel or iron business.

The total value of green fruit, vegetables, etc., grown in Alameda county in 1910 was \$3,848,899, and that of dried fruit, vegetables, etc., \$386,170.

The Oldest and Largest Producers, Refiners & Users of Asphalt in the World---

The Barber Asphalt Paving Co.

The perfected American pavement, in its durability, cheapness, healthfulness, noiselessness and beautiful appearance, represents the highest stage of pavement known to science.

The Barber Asphalt Paving Co.

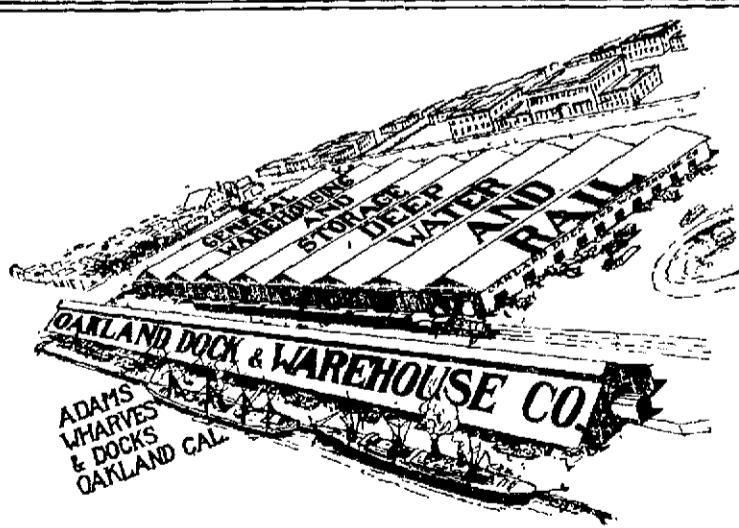
has laid millions of yards of asphalt pavement in the United States and Canada, and revolutionized the industry of paving in America.

Sheet asphalt pavements, also manufacturers of the famous "GENASCO" brand of roofing, and

Iroquois Road Rollers

Offices in all Principal Cities.]

OAKLAND,
Seattle, Portland, San Francisco,
Los Angeles.



Choice Industrial Sites FOR LEASE

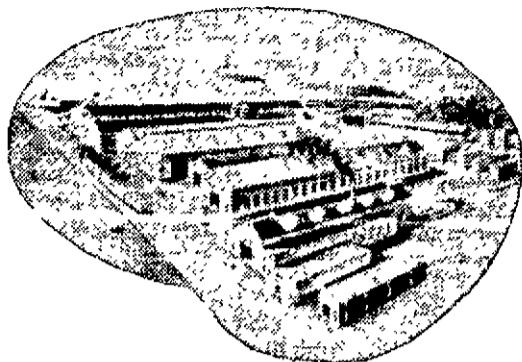
Centrally located. Suitable for manufacturers, material dealers, etc. All with spur track facilities.

TELEPHONE OAKLAND 245.

F. J. EARLY, Manager.

MERCHANTS WIDE-AWAKE TO CONDITIONS

BYRON JACKSON IRON WORKS.



The city of Berkeley has long been recognized as one of the most ideal residence cities on the Pacific coast. Both because of educational facilities and the even temperature of the climate.

However, nothing could better illustrate the importance of Berkeley as a manufacturing center than the fact that one of the oldest and best known iron concerns on the Pacific coast decided to locate its main plant in Berkeley.

The magnificent plant of the Byron Jackson Iron Works is located at Carlton station, West Berkeley, on the main line of the Southern Pacific.

The Byron Jackson Iron Works have established a world wide reputation and is noted as one of the largest manufacturers of pumping and hydraulic machinery in the United States. Branch offices are maintained at Los Angeles, Seattle, Spokane, Portland, Salt Lake City

and Denver; also in Mexico City and in nearly every town west of the Mississippi river, some reliable dealer will be found who has the agency for the products of the Byron Jackson company.

This concern recently obtained the contract and built the turbine fire pumps for the salt water system for San Francisco. They are conceded by the best engineers to be superior to any fire pumps for such fire systems that have ever been manufactured.

The company feels a pardonable pride in having demonstrated to the world that it is able to build the best in its line right here in Alameda county.

In this sentiment every loyal resident and booster of Alameda county joins and hopes for even greater future success to this concern that employs about 200 skilled workmen.

THE REALTY UNION.

Among the local incorporations early in the past year was that of The Realty Union.

This company, which was formed chiefly by men who were formerly associated with The Realty Syndicate, was organized for the purpose of continuing some of the activities in which the later company was formerly engaged.

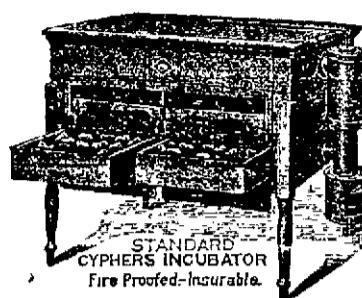
The Realty Union confines itself exclusively to the realty feature of the business and will not enter into the transportation business.

While its principal office is in San Francisco, its purchases of land are all in Alameda county, in the line of growth of Oakland and of Berkeley.

This company invites money for investment, bringing it from all parts of the state into the local market, and at the same time interesting persons throughout the state in Oakland realty.

As The Realty Union is engaged in one of the safest and most profitable lines of business known to finance, and one in which its present managers have had many years of experience, it should meet not only with marked success, but with friendly co-operation and support of the local business community.

CYPHERS INCUBATOR COMPANY.

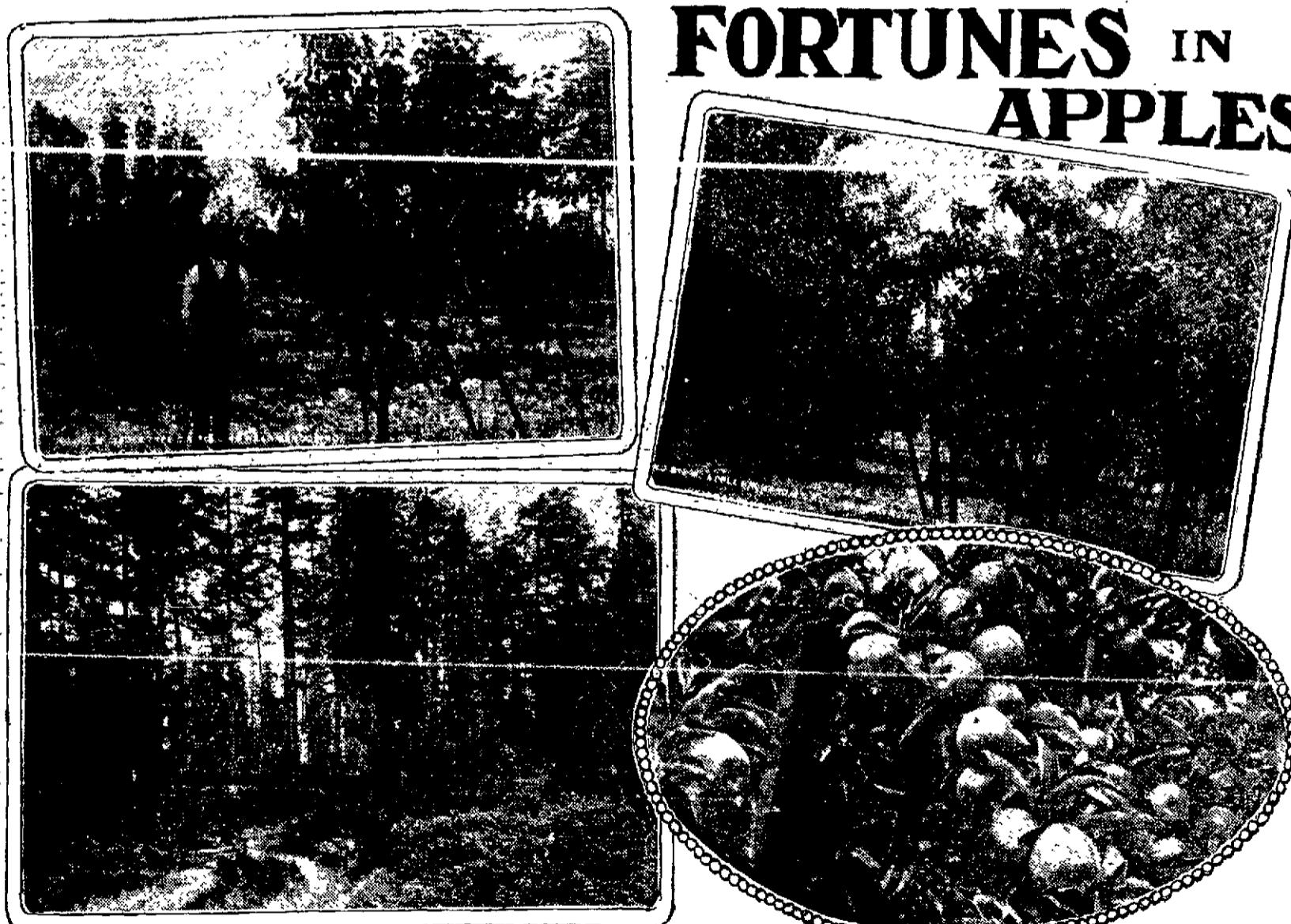


The growth of Cyphers Incubator Company has kept pace with the wonderful development of Oakland. For their year which is to end June 30, 1911, there is every indication that the public will buy and use more than one million dollars of goods made and sold by this company. It is quite remarkable that a company which makes and sells only Incubators, Brooders, Poultry Foods and general Poultry Supplies should be able to conduct retail stores the year round in sites located from the Atlantic to the Pacific Coast. This of itself is a big fact in the development of the poultry industry in America.

These branch houses are located in such cities as by their location warrant the best distributing points in their respective parts of the country.

For the past four years this company has been located in Oakland. At their store at 1567-1569 Broadway and their warehouse at Fifth and Linden streets they carry the most complete line of poultry appliances on the coast. One should not fail to obtain their annual year book; it is indispensable to the poultry raiser. They will gladly mail you a copy upon request.

FORTUNES IN APPLES



California Apple Lands Offer the Safest and Best Paying Investment in the World

Bella Mendocino County Coast lands exclusively, a demonstrated section which unquestionably produces the finest apples grown on earth. They offer you land in this favored section which possesses a splendid climate, where neither frost nor snow come; where you get the finest of well water at from 8 to 20 feet, and where 10 acres placed in fruit and vegetables will give you an independent living for life.

Our Mendocino County Coast Lands have demonstrated that they are apple lands of the finest quality, and that they will also grow the finest of pears, plums, berries, cherries, walnuts and chestnuts. Growers are absolutely assured, when the Panama Canal is completed, of having cheapest freight rates the world over by water transportation. They will not have to fight frost, nor bother with expensive irrigation, and

fruit experts assert that the codlin moth and other insect pests will not thrive there.

But, best of all for the consideration of the married man, the man of small means, for the present prices are exceptional, low for all lands, considering their manifold advantages. The price for selected choice, level tracts are only \$80 per acre, on small monthly payments, without taxes or interest. Can you heat such prices in any known and proved apple-growing region? Remember, however, that such prices are only for a limited time. Seriously, now,

Did you ever dream of—

A little wife well-willed,

A little farm well-tilled?

It may be, you have the wife, and the kids, but have you a self-supporting home? Perchance you own a town or city home, but that

only shelters you now and besides, is a constant source of expense. Moreover, when the time comes, as come it must, when the "age limit" reaches you all too soon, and you will be forced to leave the railroad, or the office, shop or store, that city home will not then be your support, neither will it support your wife and children, who have leaned upon you for years, and who under your strong arm have never before known what it is to want.

Get "back to the farm" now, before it is too late.

In view of such a contingency, will it not be well and wise for you to begin now, today, to meet future conditions, by starting that little farm well-tilled, filled with glorious apple trees, which, after the fourth year from planting, will yield you a sure, steady and constant

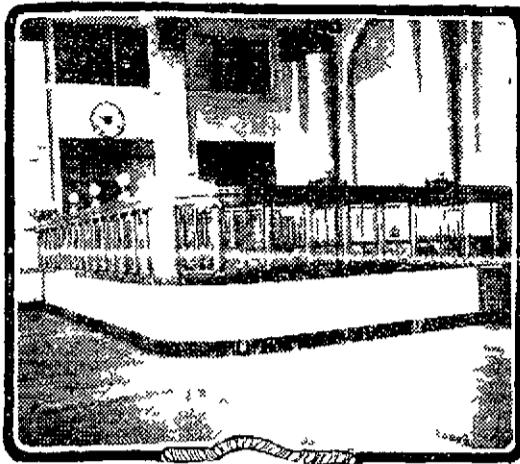
THE CALIFORNIA APPLE LAND COMPANY

ly increasing income? Do what an ex railroad Oakland man has done. Become his neighbor. Secure one of our Mendocino Coast self-supporting homes of ten acres. Plant it to apples, thus, of the Adam-ite, if you can, such as grow there, and sell your crop for from \$350 to \$2000 per acre each year, so soon as your trees come into bearing, which, together with the berries, vegetables, and poultry you can also raise, will give you a position in life that a king might envy.

If you are interested in your own future and of those dependent upon you, and you should be, call or write for further information as to these fine Mendocino Coast apple tracts to the CALIFORNIA APPLE LAND COMPANY, 101 Telegraph Ave., Oakland, California. THIS IS YOUR OPPORTUNITY!

SUCCESS ATTENDS WORK OF BUSINESS MEN

FARMERS AND MERCHANTS SAVINGS BANK



Interior Farmers and Merchants Bank

The Farmers and Merchants Savings Bank commenced business in 1893 having its banking room on the west side of Broadway just north of Twelfth street, where it remained until the latter part of June 1910 when the business was moved to a handsome and commodious new home at the southeast corner of Franklin and Thirteenth streets. The new building is of the distinctive bank type and is given over entirely to the business of the bank. It is of course A construction and absolutely fireproof. The exterior of the building is of Monte stone with granite base. The architects Sutton and Weeks have made of it a gem of the Grecian style. The building was planned after an extensive inspection of the modern bank buildings in eastern cities and no effort was spared to incorporate in its construction all of the improvements and innovations which would tend to the comfort and convenience of the patrons and the banking force. One of the most conspicuous of the new ideas introduced was the ladies' room. This room is to the left of the main entrance with windows both on Franklin and Thirteenth streets. It is daintily furnished in the colonial style and is much appreciated by the ladies who visit the bank.

The Farmers and Merchants Savings Bank is a savings bank and its loans are made exclusively on real estate and approved collateral in accordance with the laws governing savings banks. In addition to the

usual savings accounts the bank opens checking accounts and Special Ordinary accounts. The latter can be checked against without presentation of a book and yet will bear interest.

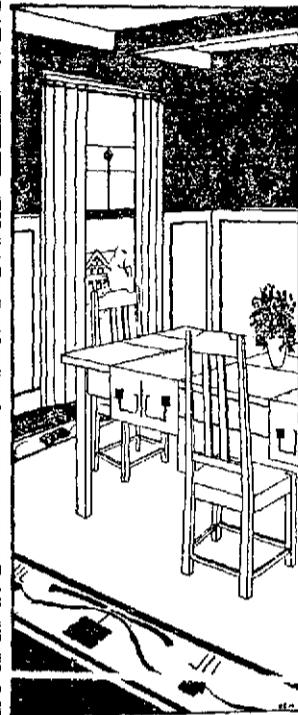
The Thirteenth street entrance to the building opens directly into the Safe Deposit department which is equipped with the improved safe deposit system all the safe deposit boxes being fitted with the unique new Yale patricentric interlocking key box which affords absolute protection against duplicate keys. In the basement is a large storage vault for all valuable trunks etc.

During the six months that the bank has been in its new location its business has increased materially. The officers of the bank are: Edson P. Adams, President; Samuel T. C. McKee, Vice President; George S. Meredith, Cashier; Frank C. Martens, Assistant Cashier.

CALIFORNIA RESTAURANT

Oakland is a metropolitan city where the residents have at hand the choice products of field, grain

orchard and vineyard and it is expected that caterers to hunger and the tickling of the palate will flourish in Oakland as in all places. The food and the cafes in this city is most generously supplied with the finest in meat, poultry, fish, game and vegetables of the finest quality procurable in this field. Prominent among Oakland's institutions of this kind is the California Restaurant. The proprietors, Mr. J. Graham and Mr. C. Misch, selected a central location at 469 Eleventh street but a short distance from Broadway and there they put to work artists with instructions to do their utmost to please the eye and intensify convenience and comfort. This done a corps of competent, attentive and courteous waiters was employed and the wine cellar and larder were stocked with wines and edibles which in point of excellence and range of variety will compare with the best in any city. There is a seating capacity of 150. It is twenty years since the California has been in operation and there has not been a moment since that it has not been one of Oakland's attractions. It has grown with Oakland and improved with it.



We are in a position to furnish anything for the interior of the house. We carry a full line of Javes and Fabrics and make furniture to order. No proposition is too small or too large for us to handle.

We have a well organized staff and our decorators and workmen are the best on this coast.

Our facilities for executing high class work are unsurpassed.

We are here to assist you in arranging and planning of your home whether it be a mansion or a cottage and we shall be pleased to offer our suggestions and give you the benefit of our long experience.

It is a mistake for a person who is planning a home to assume that an artistic home means an expensive one.

The essential thing is to know how to get the right effect with the amount of money you have decided to spend.

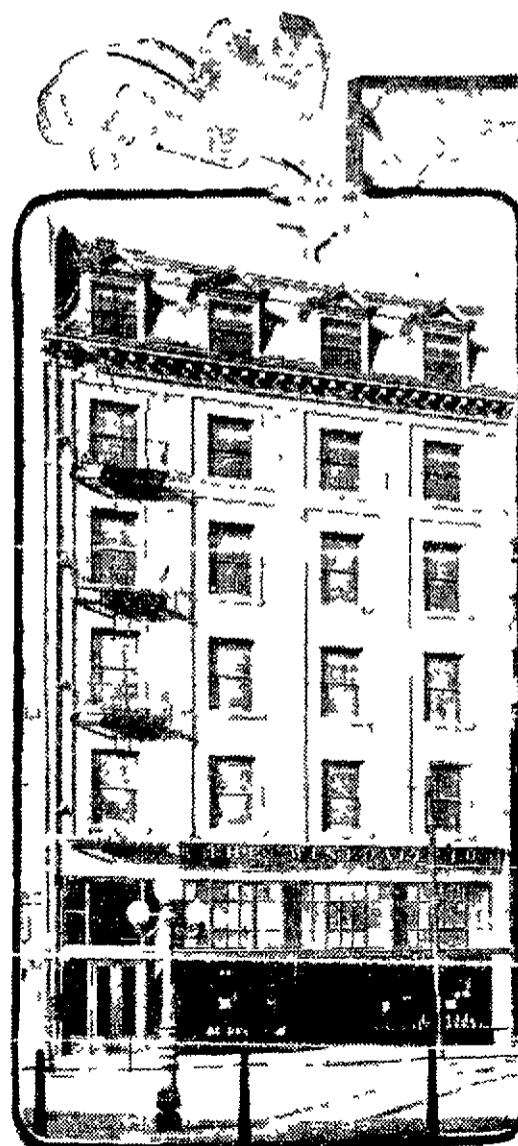
The simplest home is sometimes the more truly artistic than the one in which a fortune has been spent.

We would like to have you visit our shop even though you may not desire our services.

We will be glad to exchange ideas with prospective purchasers.

A. W. REIBER CO.

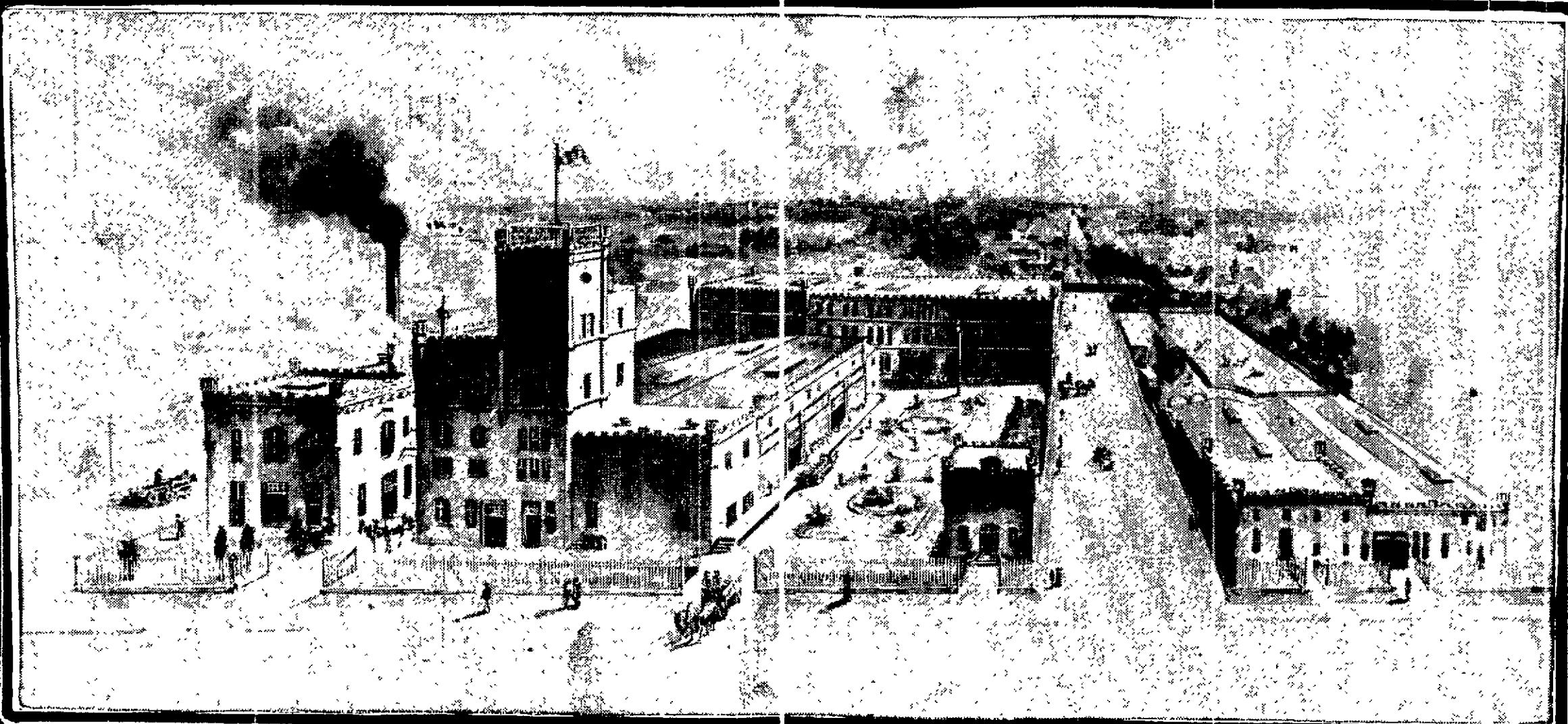
1607 BROADWAY, OAKLAND, CAL



THE WINEDALE COMPANY and THEO. GIER COMPANY, the two leading wholesale wine and liquor houses of Oakland. Each company owns some of the finest vineyards in California.

THE HOME OF BLUE AND GOLD

LAGER



MADE IN OAKLAND SOLD
EVERYWHERE

A HEALTHFUL CLIMATE

For That Reason Oakland Has Lowest Death Rate in the Country--Modern Sanitary Methods Are Enforced

By DR. E. N. EWER, City Health Officer

THE death rate is supposed to be an index of the healthfulness of a city or state. All health department reports show it in a prominent place. The rate is found by dividing the number of deaths in a year by the number of thousands in population. The experience of the census department would indicate that it is of extreme commercial importance to every city to get credit for each individual living within its confines and as many imaginary ones as possible. And it so happens that we often see the exact number of deaths per year, they are all reported (but nobody ever attempts to pad the numbers), divided by a number of thousands considerably in excess of the actual population. The result is the figure is so low as to look ridiculous to health officials. Several cities incorrectly report their death rate as low as seven or eight per thousand, and noting this rate, but not the error, a newspaper writer recently praised Oakland as being as high as third or fourth place for healthfulness among American cities. It is a safe wager that no city of Oakland's size can divide its number of deaths by the exact number of thousands in its population and show a lower death rate. It is also doubtful if any city which has a hot summer climate can show even as low a death rate as Oakland. This is largely because of the appalling infant mortality in places where the summers are hot. In most cities that have to put up with four seasons and the extremes of heat and cold, the child mortality is 25 to 50 per cent of the whole number of deaths. Oakland, with its equable climate, never too hot and never too cold, has a mortality among children of 1 to 5 years, of only 15 per cent of the total number of deaths. East of the Rocky Mountains the average parent must face the probability of safely piloting but three and some places only two of a family of four children beyond the age of 5 years. The mortality is probably the best indication of the healthfulness of any locality. This is the case because it can be figured in percentages of the whole number of deaths, and all health departments give the correct number of deaths per year and the ages by classes. This method has the advantage of getting at the true health conditions and it cannot be vitiated by incorrect population claims. Another method of gaining a true insight into the health conditions of any locality is to study the activity and destructiveness here of one or two of these diseases which figure most prominently in all mortality statistics. In degree of prominence tuberculosis of the lungs takes precedence almost everywhere. Most cities have to give it first place as a cause of death. It is a communicable disease and therefore preventable. It is a disgrace to civilization everywhere to have to admit that a preventable disease causes more deaths each year than any other disease. We may be pardoned for our pride in the fact that a non-preventable, a non-communicable disease takes first place in Oakland, and that consumption is denied its usual rank. This has always been so and is due, no doubt, to climatic influences. Changes in temperature are not great, there are no extremes, no days in summer too hot for comfort, no days in winter that demand more than a simple grate fire to render house rooms comfortable. The result is that indulgence in the luxury of fresh air can be had without the expense of discomfort, and fresh air is the chief foe of consumption. The same climatic factors permit us a normal relative humidity indoors as well as out doors. An indoor temperature in winter of 60 to 65 degrees is the rule in Oakland, and it is agreeable, because there is sufficient humidity. It is seldom that the indoor humidity can be maintained at the proper point between 60 and 70 degrees in a cold winter climate with the heating necessary. Drying the air to a humidity to a degree of 30 degrees in the house makes the contrast out doors so great that it is productive of harm and probably decreases the body resistance to such disorders as bronchitis and pneumonia.

Enforce Sanitary Rules.

Of course, general and special sanitary measures, recognized everywhere as necessary functions of a municipal government, are carried on through the medium of a well organized health department. By special sanitary measures is meant the application of known agents for the prevention of particular diseases. Vaccination against small pox is an example. This is a well vaccinated community. The state law on the vaccination of school children is well enforced, and as long as that continues the disease can gain no foothold in the public schools. Another city in the state failing to enforce the law had to close its schools because of this disgusting disease. Our plumbing ordinance is

excellent and well enforced. Oakland is abreast of the times in having recently inaugurated an effective medical inspection system for its schools. Its influence has been so beneficent and far-reaching here as it has been elsewhere, that it is hard to see how any city can long fail to appreciate its importance. The backward school children, who are thus handicapped by removable physical defects. A good market ordinance has recently been put in force and meats and vegetables are no longer exposed to the dust of the streets. The hearty co-operation of dealers has brought about a remarkable change in the appearance of the markets, and much favorable comment has been evoked by the handsome appearance of the new glass fronts of the butcher shops. Though our milk was never bad, judging from the reports of certain other cities, yet it has received due attention, and the dairies supplying the city are frequently inspected, and improvements in methods of production and distribution are suggested and demanded as occasion requires. Bacteriological and chemical examinations are continually being made of milk collected from the wagons on the streets. Recently the health department compelled a cleanup of the whole city upon a rather stupendous scale. Health inspectors visited and examined not once, but many times, every house and

yard. The attention of each householder was directed to infringements of sanitary rules existing upon his premises. He was persuaded, if possible, coerced if necessary, to repair his plumbing, to clean up his yard, to remove manure piles, and provide metal garbage cans and keep the cover on it. This work is being continued and it is producing results of a substantial character. If there is any value in such general sanitary measures it should be apparent in a decrease in the total number of cases of communicable cases, and we have profited as expected. The year before the clean up began there were 482 deaths from communicable diseases. The next year there were but 298 deaths from the same class of diseases, the difference is 184, a decrease of 38 per cent; on the other hand, the diseases classed as non-communicable, which we would not expect to be materially decreased by improved sanitation, were but 5 per cent less than before the clean up began. If any other factors than improved sanitation were operative in this result there should have been a proportionate decrease in the deaths resulting from these maladies, which we know to be unaffected in any degree by the variety of health work we are engaged in. Our experience leads us to heartily recommend this sort of municipal improvement as a good investment for any city.

Board of Education



HERE are thirty-seven separate public school buildings in Oakland and many more planned for this year in which nearly 20,000 scholars are housed and educated each day. The investment in these properties is approximately \$3,245,000.

There are 518 instructors whose annual pay ranges from \$180 upwards, at an annual cost of about \$90,000.

Oakland public school teachers are, in fact, the best paid in the country. The minimum salary paid to any teacher having less than one year's experience is \$780. Teachers having one year's experience and less than two receive \$900 per annum, of two years' experience and less than five, \$1020; of five years and less than ten, \$1080; of ten and less than twelve, \$1140; of twelve or more years' experience, \$1200. Salaries of principals of primary and grammar schools range from \$1600 to \$2400 per annum, only one principal drawing the minimum and eight drawing the maximum figure. Day teachers in the high schools, giving full time service, are paid from \$1140 to \$1800 per annum. Heads of departments in the Oakland High receive \$300 a year additional to the regular salary as teachers, and the vice principal is paid \$200 a year in addition to the regular salary as teacher. The salary of the principal of Oakland High is \$3300 per annum, and that of the principal of the Manual Training and Commercial High \$2700.

The school department of Oakland is under the direction of the city board of education, composed as follows. A. L. Hannaford, president; J. W. McClymonds, superintendent and secretary; R. E. S. York, department superintendent and secretary; F. C. Bigam, department mechanic; directors—F. B. Cook, E. E. Crandall, Dr. M. Lewis Emerson, J. W. Evans, Dr. A. S. Kelly, C. H. O'Connor, C. M. Orr, Samuel A. Wentworth, Leo R. Weil, Dr. J. B. Wood.

This roster will be changed after the coming charter election when a new government becomes operative.

Alameda county has 537,600 acres of land.

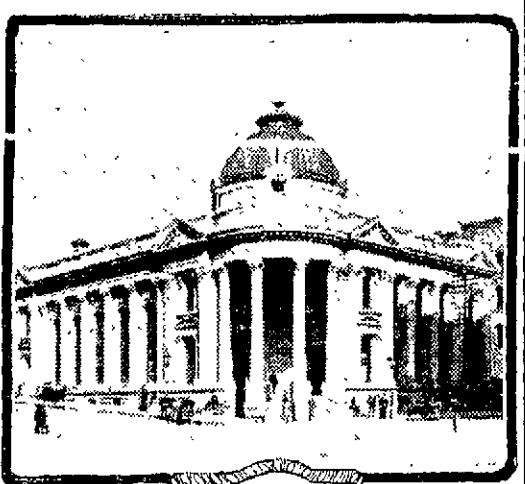
W. J. WIGMORE, Manager.
Installations, Repairs, Inspections
Telephone Oakland 3710

Oakland Elevator Co.

DUMB WAITERS
CRESCENT
CELLAR HOISTS
872 Webster Street
S. E. Cor. 8th, Oakland, Cal.

Alameda county has 200 miles of steam and 158 miles of electric railways. The assessed valuation of the former is \$6,075,875 and of the latter \$5,198,900.

Eighty-five thousand acres of Alameda county land produced 77,547 tons of hay in 1910, valued at \$1,348,025.



HIBERNIA BANK San Francisco

Important facts about the Hibernia Bank of San Francisco.

It is the largest bank of its kind west of New York.

It has 72,582 depositors.

It has assets of \$20,400,000.00.

Its surplus over its liabilities is \$3,829,000.00.

The total number of depositors since the organization of the bank is 392,480.

The total amount deposited, \$461,326,944.53.

There has been paid in dividends to the depositors, \$51,274,486.26.

Its securities are of the very highest character, and the prudence and conservatism of the management has been demonstrated by the manner in which it has withstood the trials of the last fifty years.

OFFICERS

James R. Kelly...Pres. R. M. Tobin.....Sec. Charles Mayo...V-Pres. Tobin & Tobin...Atty.

DIRECTORS—James R. Kelly, R. M. Tobin, Charles Mayo, J. S. Tobin, E. J. Tobin, C. P. Tobin, T. A. Driscoll, J. O. Tobin.

Henry Cowell Lime & Cement Co.

Mt. Diablo Cement, Santa Cruz Lime.
FIRST AND CLAY STS., OAKLAND.

INSTANCES OF OAKLAND BUSINESS SUCCESSES

AMERICAN CREAMERY.



The American Creamery is one of the best equipped creameries on the coast. It is situated at the corner of Fifteenth and Cypress streets in their own building, which is a two-story structure covering a space of 100x70 feet, cement floors and the most modern machinery.

All products from this creamery are pasteurized by a new method which destroys any bacteria in the milk, leaving it purified. The cream that they make their butter from is treated by the same process. Butter made from this cream will keep sweet at least a month longer than that made by the old process.

The American Creamery company are producers and manufacturers. They do a general wholesale and retail business in butter, eggs, milk and cream, at all times furnishing their patrons at the lowest market prices. They operate fourteen wagons and own their own horses and ranches, which are located at Newark, Vallejo and Goodyear. From these ranches they draw their main supply of milk. The herds are inspected twice a week by government inspectors. The company has seventy-five employees on the ranches and creamery.

J. L. Silvern is president and manager of the company, he having been connected in that capacity for over twelve years, and like almost all the successful industries, it has grown from a small beginning to one of the largest of its kind on the coast.

"THE PURE CARBONIC CO."

Successors to the Carbonic Dioxide Corporation.

Very few of the residents of this city know that West Berkeley furnishes a certain gas used in every town and hamlet in the Western states, and even beyond the confines of the borders of our country. Such, however, is the case.

The name of "The Pure Carbonic Company" does not mean anything to the layman, but to the one inside it means a great deal. The product of this concern is being shipped to every town in the Western States, Western Mexico, British Columbia and the Sandwich Islands.

Every dispenser of soda water, every druggist of importance, and every saloon uses carbonic acid gas. Automobile dealers and doctors are also using this gas to very good advantage.

Any concern with 5000 accounts on its books is supposed to count for something in the commercial world. If the general manager of the Carbon Dioxide Corporation could be induced to show you his ledger, you would find more than 5000 names scheduled there. There are a great many things "doing" in West Berkeley that you do not know about.

If you want to know more about the manufacturing interests of Berkeley, take a day off and go down to West Berkeley. You will find a state of affairs that you never dreamed could exist in any but a known manufacturing locality. Outsiders know Berkeley is such a locality, and that it is increasing in importance every year. Some day you will wake up and find that West Berkeley caters to the entire nation.

CAPTAIN C. H. HIGGINS

Among the sea captains and shipping men who deserve mention in this edition will be found C. H. Higgins one of the most important men in the shipping business in this port. Captain Higgins is at the head of the C. H. Higgins Company whose general offices are at 58 Drum street, San Francisco. This firm operates the steamers "Sea Foam," "Fort Brag," "Coaster," and the "James S. Higgins." All class A boats.

The trip of the "Sea Foam" is perhaps the most interesting of the trips made by this company's steamer, leaving San Francisco every Wednesday afternoon at 4 o'clock for Point Arena, Little Reef, and Mendocino. The return trip is made each Saturday, arriving in San Francisco Sunday morning at 6 o'clock. The steamer "Sea Foam" is one of the best known boats on the coast. As it happens thousands of men and women who are fond of sports take this steamer to Point Arena where deer can be found in the mountains and trout fishing and grill fishing are popular sports.

Good connections are also made at Point Arena Hot Springs, one of the best known resorts in the West.

The steamer "Coaster" operated by this company also makes regular trips between San Francisco, Portland and Columbia River ports.

The steamer "Fort Brag" which has just been put into service is one of the most modern boats sailing through Golden Gate. Every modern convenience known to the ship builders' art, has been installed in this boat, making it an extremely comfortable ship for passengers. This boat will run between San Francisco, Fort Brag and Los Angeles ports. The steamer "James S. Higgins" is also making this trip on a regular schedule. For information regarding freight rates and the fare for passengers all one has to do is to phone or write the C. H. Higgins Company at 58 Drum street, San Francisco.

ROBERT KUERZEL.

Among the pioneer firms in Oakland is the retail and wholesale concern of Robert Kuerzel, located at 875 Broadway, corner of Eighth street, in an excellent locality on this busy thoroughfare. Mr. Kuerzel has been located in this building for the past 32 years. He carries a very complete stock of cigarettes, pipes, smoking and chewing tobaccos and a large assortment of imported and domestic cigars. He makes a specialty of the famous "White Beauty" cigar, a leader in the line, and one of the very best smokes to be had for five cents. Mr. Kuerzel, through his wide acquaintance and popularity, has built up a large and prosperous trade.

Otto Kuerzel, his son, devotes most of his time to the wholesale part of the business, and as the city has grown the business has kept pace with it and now they are recognized as a big factor in the wholesale line, both in Oakland and throughout the country.

KIRCHNER & MANTE & CO.



Here's to a long life and a merry one! May

RAINIER BEER
be ever within your reach

California is famed as a wine producing state, but her reputation in this line is rivaled on the Pacific coast by the famous "Rainier Beer," the product of the Rainier Brewing company of Seattle, Wash. Rainier Beer has achieved a trade in excess of the greatest hopes of the local distributors all over the coast, but particularly in Alameda and Contra Costa counties this famous brew is known for its excellence.

Kirchner & Manle company, the local distributors, maintain the local depot at First and Jackson streets, Oakland.

WESTERN FISH COMPANY

The Western Fish Company is one of the best known and most prosperous concerns on the Pacific Coast. Their business operations extend to all kinds of fish and oysters, and is largely wholesale, though they are obliged to do a certain amount of retail trade, owing to local conditions and circumstances. They export and transact in large quantities from their headquarters in San Francisco, and the quality of their products and their excellent business methods have gained for them a reputation of the highest. Their branch at Ninth and Clay streets, Oakland, was established in 1908 for local trade only, and it has attained to one of the first rank in the city under the able and courteous management of Mr. G. Maggio.

P. N. Hanrahan & Co.

WHOLESALE AND RETAIL

Wine and Liquor Merchants

S. E. Cor. 12th and Broadway

PHONES—OAKLAND 247, HOME A 4247

One of Alameda County's Foremost Industries



PLANT OF THE JUDSON MFG. CO., EMERYVILLE.

JUDSON MANUFACTURING COMPANY, the oldest and best known manufacturing firm on this side of the bay, was incorporated in 1882, and in addition to its rolling mill which is the largest on the Pacific Coast, comprises also completely equipped shops for the fabrication of structural steel and bridge work, together with an efficient bolt manufacturing department, blacksmith shops, a factory for the manufacture of tacks and nails of every description, and a foundry.

This company handles all kinds of iron work with skill and dispatch, from the smallest tack to the largest steel frame building. In addition to the many steel frame buildings constructed by it in San Francisco, this Company has also fabricated and erected in Oakland, not a few of our finest buildings, including the Bacon Block, Union Savings Bank, additions to the Oakland Bank of Savings, the Y. M. C. A., and the C. J. Heesemann Building; and is at present fabricating and preparing for the erection of the large H. C. Capwell Building, which shall be another imposing addition to our city.

The Company gives steady employment to an average of five hundred men throughout the year, with a bi-monthly payroll of about \$20,000.00 to \$30,000.00, thus adding considerably to the circulation of money in our city.

The Company carries a complete stock of structural material, bar iron, steel rivets, bolts, plates of all sizes, large or small, at any time. The Company is making a specialty of that particular class of material so much in demand at the present time for the construction of our modern buildings including columns, beams and channels, heavy blacksmith work, twisted reinforcing bars for concrete work, truss rods, etc., besides especially equipped for the construction of rock crushers, screens, dredgers, etc.

THE OFFICIALS OF THE COMPANY ARE:

H. E. BOTHIN President.

H. J. SADLER Vice-President.

J. D. OSBORNE Secretary.

F. D. PARSONS Manager of the Plant.

H. W. GALLIET General Sales Manager.

PAST YEAR IN SPORTS

Forward Strides Have Been Rule in Oakland in Athletics Particularly Because of Municipal Recreation Areas

By EDDIE SMITH, Sporting Editor of Tribune



ERILY, my lads, the year of 1910 was a truly great one in the history of Sportdom. At no time during the past one hundred years have the sports of athletic endeavor taken such a hold on the people of the world, and never before have the great thinkers of the universe been so outspoken in their recognition of the good derived from proper exercising of the physical man as during the past year.

Natural conditions of a various character has finally brought this about, as, for instance, in France. The thinking men of the European Republic have come to realize that something had to be done to improve the physical and moral standard of its people. Guided by the physical perfection of

the American and Englishman, where athletics have been fostered continually, the Frenchmen turned to athletic with the result that today the sports of athletic endeavor are being actively engaged in all over the country, and judging by the rapid strides they are making the Frenchmen will soon become contenders of a serious import when the world's championships are held from time to time.

Army Showed Need of Athletics.

The experience of England at the time of the Boer war had more to do with this condition in Europe than any other thing and awakened the people to the importance of such pastimes for the youth of the civilized world. At the time England had to call for volunteer soldiers to go to South Africa to battle with the stubborn, hard-fighting people of the Transvaal country. The stringent rules as to physical condition and development required by the British army made it impossible for the great number of willing young men to pass the examinations, and but a small percentage were enlisted. On the other hand, fully 90 per cent of the young men who were, or had been, active in athletics passed.

This fact was proof of the good derived from exercise, especially of the open air variety, and special mention was made of it. With the fact apparent that those who are athletically inclined are found to be more physically and mentally active and better morally than the sluggish, inactive youth whose physical

training has been neglected, the great thinkers of Europe are encouraging athletic endeavor in the hope of improving the standard of its young men. Today we find that France, Germany, Italy, Sweden and Denmark are doing all they can to upbuid the young men who must in a short time rule the destiny of their country. Even Greece, with its decadent race, has entered into the spirit of the times and expect to show much improvement in the near future.

Not the Champions Who Score.

It is not the champion athlete, whether on field or cinder path or in the gymnasium alone, who is benefited by the encouragement of athletics, it is the thousands upon thousands who strive for supremacy and fail and also those who enter into the game for the sport and the good that may come of it. This condition in Europe has come about during the past few years and last year more than ever. That is one and the principal reason why the past year has been a banner one in the history of athletics.

Taking the men of America, man for man, there is little doubt but that we surpass those of any other race, but the great increase in the inhabitants and the fast growing large cities has caused the people to make great efforts to maintain a standing that would soon be on a decline were this not the fact. It is a well established fact that the youth of our large cities, whose every day life is in a great many cases put in at hard labor inside the factory or shop, are robust and strong through the fact that they are the descendants of the sons of toil who have upbuilt this country. These people lived mostly in the open and their every day toil was of such character that health and strength was as natural to them as life itself. Now that we have grown to a country of over 90,000,000 of people, however, wherein the young men and children do not have the proper facilities for open air work and exercise, the municipalities of the nation are spending millions of dollars in the preservation of this physical standing.

Building of Public Playgrounds.

Last year marked the greatest year of all in the expenditure of money for the purpose of building playgrounds for children, where exercise and physical development can be carried on in the open air, and it has now come to pass, where a city without athletic parks for the young men to hold their competition games on is behind the times.

Oakland has not been found lacking in this interest of its young, for today we find that during the past year a string of playgrounds and athletic fields, reaching from one end of the city to the other, are fast being completed under the direction of the Playground Commission established by the Park Commissioners. Oakland is not yet so thickly settled that this is an absolute necessity to the children and youth of the city, but within the next few years it will be

and the foresight displayed by the present administration is commendable.

Great Year in Sporting Events.

During the year we had the opportunity of witnessing the greatest sporting event the world has ever known. Now that we look back on the Reno affair between Mr. Jeffries and Mr. Johnson and still feel the keen disappointment of the fiasco, we can hardly help feeling that there was little use of such a fuss being made over it. Yet it is nevertheless a fact that no sporting event the world has known interested so many people and caused such a flurry among the sport lovers of the world. The wonderful tale of the games of ancient Greece fade away into insignificance when compared to the Reno affair, for it is estimated that more than a hundred million of people were interested in the outcome of the battle with gloves. More than 200 high salaried newspaper and magazine writers were on the ground for at least a week prior to the event and the papers, in the great majority, devoted more space to the affair than any other event of interest to the people.

The purse of \$121,000, including the bonuses given the principals, is far and away the largest sum ever offered for a sporting event, and whether we are in favor of such contests or not, it must be recognized as the greatest sporting event of all time.

Baseball Is at Its Height.

During the past year the great American game of baseball also saw its best year. From one end of the country to the other the various professional leagues experienced their best season and this also applies to the amateur leagues, although the amateur baseball player is fast becoming a thing of the past. We have been informed from time to time that we are now living in the world of commercialism and the baseball game would indicate that this is a fact. The game has been kept clean, however, and its popularity as a pastime is well deserved. The game has also taken such a hold on the people of other countries that it is today being played in almost every country of the world. It has branched out to Australia and Japan to the extent that the people there have first class teams that in a few years will be able to compete with honor to themselves with the teams of this, the father country of the game. In Cuba the baseball is so strong that it has covered itself with glory by defeating the Philadelphia team which won the world's championship series.

Of course we realize that the team is not playing the ball that it did when trying for the title, but the fact that they have been beaten is accepted as proof that the Cubans are fast coming to the front with the sport. We are not envious of this fact, we accept it with pleasure, for baseball is such a fine game that

(Continued to Next Page.)

About the Orpheum Shows

People are usually too busy, making money, eating or drinking, going to church, marrying or giving in marriage, to bother about the exact reason why a theatrical show is "very good" or why it is otherwise. A great army of Oakland folk go to the Orpheum every week, enjoy themselves, leave with a splendid taste in the mouth, and never give one moment's thought to figuring out "why" or "how" the show they have witnessed pleased them so thoroughly. Perhaps it is just as well that things go that way, but it will do no harm to stick a pin right here, and direct the Oakland theater-goers' thought to two things.

First, when you see a complete Orpheum show in Oakland you see the most expensive entertainment, with the exception of grand opera, that it is possible to put on the stage. The old notion that vaudeville was a cheap entertainment is a very old and foolish notion. It is a completely "worked" out notion.

Vaudeville is the most expensive thing in the world—in the stage world. A list of the stars that are engaged and the salaries paid would dazzle even those who are used to big figures. There is no vaudeville artist on the Orpheum stage but what represents a salary that would be counted affluence by most people. The kings and queens of the procession are paid fabulous sums. The total is immense. The point is, that when you witness an Orpheum show you receive immense value for the money paid at the door.

Second, the entire world is combed and searched for the Orpheum vaudeville attractions that are sent to Oakland. Europe contributes its best and Asia, Africa and South America are not overlooked when it comes to finding talent for the Oakland Orpheum. It goes without saying that the best there is in America is sure to be procured, sooner or later, for this theater.

There one sees the secret of the wonderful success of the Orpheum theater. With the world for a field in which to glean, and with unlimited money to expend for talent, it is a foregone conclusion that the shows should be just exactly what they are—the finest of vaudeville, brought to the very doors of Oakland theater-goers, ready to be enjoyed by them at a mere trifle of expense.

MR. M. MYERFIELD, Jr., President of the Orpheum Company, San Francisco.



MR. MARTIN BECK, General Manager of the Orpheum Company, New York.

CITY'S BUSINESS HAS ALWAYS PROSPERED

YEAR IN SPORTS

(By EDDIE SMITH.)

(Continued from Preceding Page.)

we would indeed be glad to have it played throughout the entire world.

Oakland Proud of Its Team.

In Oakland we also witnessed the greatest year of baseball that the sport has known. We had one of the best teams ever gathered together on this coast, and to my way of thinking, the best manager and captain that this state has known. Harry Wolverton has shown the local fans what a fighting, aggressive manager can do with a baseball squad and one of the most pleasant thoughts of the baseball crank is that of the strong team we will have next year. The Oakland Association, controlling the local team, has a world of confidence in Wolverton, and next season he will have the entire say of the men who are to play on the team and also have all the say as to the training and handling of the men while preparing for the season and on the road. We were lucky to get this man as our leader of baseball, and we welcome him back with open arms and congratulate President Ed Walter on his excellent selection.

Rugby Football Is Popular.

The 'varsity Rugby football teams that competed for the blue ribbon event of college athletics was the best last year that we have had and if the opinion of the visitors from England and Vancouver are to be considered worth anything, we will soon be playing the game in as scientific manner as the teams of the old country. Fact is the men who will play Rugby next year will no doubt be of a class who will be able to contest with honor with the best teams of the world. While at first the English game did not just exactly suit the American athletes it has now come to pass where they recognize it to be a better and safer game than the American one and its best year was that of the season just passed. Another British game of football, that of association, or soccer, as it is sometimes called, has taken a strong hold on the people here and the sport is fast becoming one of the principal winter pastimes.

Fishermen Still Enthusiastic.

The interest of the men of the Legislature in the gun is made up of almost our entire population. The former enjoyed some good sport last season, but the latter are not having the good luck this year they did in years gone by. It is expected that the lawmakers at present meeting in Sacramento will lay aside a great sum of money for the stocking of the California streams this year and this will, of course, make the fishing much better than it has been. The legislators may also reduce the bag limit on ducks; in the hope of preserving the sport of the gun, and there is a chance of a law being passed that will prohibit the shooting of deer for several years in the hope of their multiplying in greater numbers. This may be a good idea, but the reducing of the bag limits of ducks will not materially increase the game birds.

Protection of the Wild Game.

The legislature should pass a resolution requesting the United States Government to pass a law restricting the collection of the eggs of the wild duck. It is estimated that the eggs of the wild duck are collected in the North by the millions by the film manufacturers of this country for the film they make, and this is no doubt the one thing that is cutting down the supply of ducks.

The sports of the young men are better conducted than ever before, however, and with this fact apparent we fully expect that the rising generation of athletic young men will perform wonders that we look upon at this time as almost impossible. The spirit of the race and the aggressiveness of the game will benefit the young and make them better fitted for the battle of life and to our great satisfaction the past year has been the best of all in the encouragement and recognition of that fact.

Nearly 14,000 acres of Alameda county soil are devoted to the cultivation of cereals. In 1910 17,646 tons of cereals, representing a value of \$729,352, were produced. Barley heads the list of values with \$437,062.

AN INDUSTRIAL EXHIBIT WITHOUT AN ADMISSION FEE.

When Lady Peggy visited Oakland she gave very entertaining descriptions of her tours of the shopping centers of our city. In her letter to Jane she gave some interesting information about the Pacific Coast Rattan Co.'s salesrooms and factory at Eighth and Clay streets. In part she said:

"I was surprised to find the Pacific Coast Rattan Company one of the largest and most attractive stores in Oakland. We spent the greater part of the afternoon there in a bewildering maze of baskets and baby things. Some of the waste baskets, trays, footstools, work baskets and other inexpensive articles we saw were absolutely beautiful and you have no idea as to how practical Rattan Furniture is. They say it wears a lifetime. Besides it doesn't show the dust. That's what I like about Rattan furniture."

This store is worth a visit. It is an industrial exhibit without an admission fee. You have no idea of the many beautiful things on display—things that are never seen in the regular furniture stores. It really is fascinating.

Lady Peggy was quite right when she said this firm was headquarters for everything in doll cabs, baby carriages and high class hand-woven wicker furniture. And you can depend on what you buy there being exactly as represented.

THE PEOPLE'S EXPRESS COMPANY.



This Progressive Firm is Rapidly Increasing Scope of Business here.

The development that has been going on in the vicinity of Oakland for the past few years has been truly marvelous. There is not a single line of commercial enterprise or industry that has not received a powerful impetus as a result. The barometers by which extent of this development may be judged are of various kinds. However, perhaps none of them offer a better criterion by which to determine this trend of trade than does the transfer and draying business.

In this particular line there are few if any firms has its office at 418 Ninth street, Oakland.

At the head of this concern is a man with a very pleasing personality, Mr. Chas. F. Calkins, who for years has been connected with transfer companies in

the west, is largely responsible for the increased popularity of the firm. Mr. Calkins is a man who demands that each employee of the company be courteous and obliging. Mr. Calkins also sifts each and every complaint made to the bottom. His reason for this is to perfect the service of the company to a perfect standard.

The company makes a specialty of forwarding and distributing. It maintains besides its San Francisco office at 118 Stewart street, the Oakland office and a fireproof warehouse at rail and tide water. It is the only transfer company holding special baggage privileges from the Southern Pacific Railway company, Santa Fe Railway company, Northwestern Pacific Railway company, Pacific Coast Steamship company and the San Francisco and Portland Steamship Co.

THE "PURE-AIR" HAMILTON RANGE AND GRATE COMPANY.

Located at 247 Bacon block, Oakland. The above named firm are making the use of gas grates a delight instead of a nuisance. Anyone who has sat in a closed room with an ordinary gas grate burning will appreciate this fact. Remember your headache due to the stifling atmosphere you had to breathe when the old gas grate consumed all the oxygen in the room. The "Pure-Air" Range and Grate company is an Oakland enterprise, financed by Oakland capital and founded by an Oakland man, and is being manufactured here. Now that the "Pure-Air" gas invention overcomes the consumption of oxygen the popularity of this method of heating will increase three fold.

The oxygen necessary for perfect combustion is supplied from the outside by means of a pipe connection, whereby a current of fresh air induced by the heat will be carried through the heating chamber, supplying fresh warm air without using any of the supply of oxygen from the room.

The Hamilton system can be cheaply and conveniently installed in any home and it will pay anyone who desires a cheap, clean and convenient system of heating to call and inspect same.

MAKING WONDERFUL PROGRESS.

There are not many concerns in Alameda county that can boast of the fact that during 1910 their business grew over 100 per cent. Yet this is true of the Standard Soap Company of West Berkeley. This is one of the oldest industries in the county. However, new blood has been injected and Mr. B. J. Williams, who for many years was associated with the Armour's in Chicago, has introduced many new features, such as putting up soap in elegantly embossed packages for hotels, steamers, etc. They also specialize in soaps for laundries, etc. Mr. Williams said a few days ago we are growing by leaps and bounds and 1911 will see another increase of over 100 per cent. Pretty fine for Alameda county, isn't it?

Among the soaps made by the Standard Soap Company are such well known brands as "Gasene," which will wash in cold, cool, warm, hard or soft water without boiling, and acts equally on coarse or delicate fabrics.

"White Bear" is a pure white laundry soap. "Big Ox" is a great big bar of the finest grade of tallow soap.

Among the other brands, for which there is a steady demand, are: "Standard Ammonia Borax," "Radio," "Purity," "Lustralite," "Peerless," and "Aero."

In the line of toilet soaps "Ukalyptol" takes first place. The other brands of toilet soaps are: "Mammoth," "Clover Bloom," "Canyon" Castle, "London" Toilet, "Oriental Line" and "Sunshine" Series. Every grocer carries these brands.

The Standard Soap Co. operates the largest soap factory west of Kansas City, and its goods are widely distributed.

GEORGE E. PLUMMER & SON.

One of the enterprising firms that has seen the advantage of activity on this side of the bay is that of George E. Plummer & Son, who have been residents of Alameda for twenty-eight years. The firm is composed of Messrs. George E. and Elliott T. Plummer, and they have thoroughly established themselves in the lumber and milling business. They have a fine mill which turns out all kinds of finished lumber and in their lumber yards carry only the best of material. Both members of the firm have demonstrated the characteristics that make them a welcome addition to the business circles of Alameda. The mill and offices are at No. 2001 Broadway, corner of Blanding avenue, Alameda, on the Alameda canal, which gives them every facility for shipping.

George E. Plummer is also heavily interested in Alameda real estate as well as being one of San Francisco's largest business men in the shipping business.

Pacific Manifolding Book Company

DEPT. PACIFIC-BURT CO.

MANUFACTURERS OF
DUPLICATING AND TRIPLEXING

SALES CHECK BOOKS

AUTOGRAPHIC REGISTERS.

BANK AND COMMERCIAL LITHOGRAPHERS.

Emeryville, Cal.

Most every one, no doubt, has noticed the imprint (Pacific Manifolding Book Co.), at the foot of the sales checks furnished them when making purchases, but have little realized the importance commercially of the establishment manufacturing these books.

The tremendous growth of the business within the last few years has necessitated the enlargement of their plant several times, and now they are again compelled to make extensive plans for further enlargement in order to take care of the volume of business rolling in upon them, in addition to the establishing of a branch house at Denver known as the Denver Sales Book Co.

In conversation with the general manager, it was revealed wherein the phenomenal success of this enterprise lay. Shrewd business ability, coupled with indomitable pluck and untiring efforts to overcome all obstacles, in conjunction with a thoroughly equipped plant, has produced for the store merchant a system of sales book forms unsurpassed in this country or elsewhere. It was claimed and apparently demonstrated that they were turning out a greater variety in styles of sales books than any other concern in the business, and giving to them nearly 100 per cent of all the sales book business in the entire west. This speaks volumes for Oakland enterprise.

1915 EXPOSITION

The Fair and the Future Effect on California in the Greatest Good to Result From It

By P. H. McCARTHY, Mayor of San Francisco



OT alone San Francisco, but the State of California, and, in fact, every state bordering upon or adjacent to the Pacific Coast, is keenly alive to the fact that the coming of the Panama-Pacific Exposition would mean to us the dawn of a new era, the splendor and significance of which is scarcely to be measured in words. Perhaps some of our citizens have given the matter their enthusiastic aid only within very recent days, because, sooth, they have doubted that so vast and noteworthy a fair would indeed come our way. But even though the brunt of the work has fallen upon the comparatively few, fine efforts have been put forth, and brainy and tireless men are battling in Washington today for the greatest prize that has ever been hung up for the West to contend for.

The news that the Panama Exposition is coming here, would instantly stimulate our commercial and industrial being, and the good effects of the mere announcement would be manifold and far-reaching. Therefore we await the action of Congress with keenest interest, and mark the progress of our representatives in Washington with more than ordinary enthusiasm and gratification.

Means Big Financial Boom.

Every material interest which California represents must of necessity be interested in this prospective award.

JAMES P. TAYLOR, THE PIONEER COAL MAN OF OAKLAND.



Among the old pioneer business men of Oakland will be found James P. Taylor, spoken of usually as "Taylor the coal man." Mr. Taylor established himself in the wholesale and retail coal business in 1879 after having had seven years previous experience in San Francisco. The business has grown from very small proportions to one of the largest concerns of its kind on this side of the bay. In telling of his early experiences Mr. Taylor said: "When I came to Oakland we had to bring coal to the wharf in light draft barges. Later on schooners were able to come to the

wharf, and now, thanks to Congress, the largest cargos can be brought direct from Australia to my coal bunkers at the city wharf at the foot of Franklin streets, where my yards are also located, in the largest ships and steamers." Mr. Taylor attributes his vast retail coal business to the fact that he has always sold the very best coal available. At present he is making a specialty of the famous Richmond coal.

Mr. Taylor recently removed his office from the old location on Twelfth street, to more commodious quarters at 425 Thirteenth street, Oakland.

BENTLEY OSTRICH FARM.



One of the show places of Oakland that remains in the minds of visitors long after they leave our city is the Bentley Ostrich Farm, which is located at East Fourteenth and High streets.

This enterprise was established about two years ago, when they brought forty-six birds from the parent farm, located at San Diego, which has proven a high success from the start, and which will advertise Oakland and California to every corner of the United States. They display without question the largest assortment of ostrich productions ever brought to this market, and are continually adding new goods and novelties to their stock.

Mr. Eugene Buttles says that he feels proud of the growth of the business since this branch has been established. He attributes the rapid growth to the quality of the feathers and the workmanship given their patrons. It is interesting to know that ostriches can be grown in this climate with success. The birds hatched in the summer of 1909 are now larger than some that are twenty-five years old. There is a great opening for investors to grow ostriches for the feathers, as this country does not produce one-tenth of the amount required. Ostrich feathers in the raw can be marketed at from \$50 to \$300 per pound, with no fear of ever overstocking the market. Bentley's send feathers to any part of the United States on approval.

The accompanying picture is of the salesroom at the Bentley Ostrich farm, and here is exhibited a collection of plumes of all sizes, at all prices, that for diversity of harmonious coloring and beautiful shapes is unexcelled.

The art of dyeing the plumes has been brought up to such a high standard that the most exquisite shades can be had to select from to match any coloring in dress.

This company is especially equipped for making Willow or French Plumes to order, any color, size or price. They invite comparison in quality, workmanship, etc.

It is also one place you are sure you can have your feathers cleaned, curled, dyed or made over by skilled help.

Local buyers will always find it worth while to select their purchases from the Bentley Ostrich Farm.

257 12th St. Phone Oakland 6986



August F.
Moisson is
Here to Stay.
The Only
\$1.50
Hat Store in
Oakland.

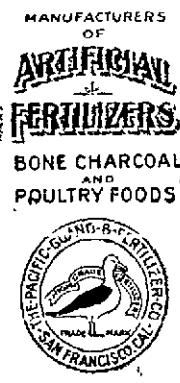
M. & M. HAT
WORKS
Hats Renovated

The Pacific Guano and Fertilizer Co.

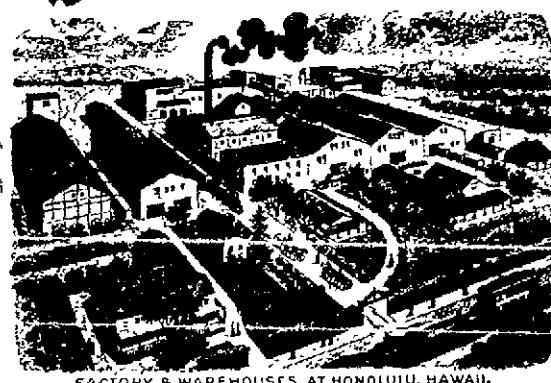


FACTORY & WAREHOUSES AT WEST BERKELEY, CAL.

CABLE ADDRESS "GUANO"
LIEBERS, 1
CODES USED
WESTERN UNION
A.B.C.-5TH EDITION



GENERAL OFFICES:
Alaska Commercial Building
810 Sansome Street



FACTORY & WAREHOUSES AT HONOLULU, HAWAII.

San Francisco, Cal.

BUSINESS FEATURES ARE MANY AND VARIED

LEONA CHEMICAL COMPANY, Manufacturers Industrial Chemicals and Produces Minerals and Crushed Rock in Oakland and Other Parts of California.

Among the growing industries on this coast which add materially to the list of Oakland's varied manufacturing and producing enterprises are those represented by the Leona Chemical company with offices in the Albany building and several large plants in and about Oakland.

The Leona Chemical Factory, located at Fifteenth avenue, Oakland, started several years ago the manufacture of sulphuric acid, the "mother of chemicals," so called because it is necessary in the manufacture of nearly all other chemicals, and there is scarcely an art or a trade in which some form or other, it is not employed. It is manufactured throughout the United States in enormous quantities, measured in millions of tons per year and is shipped just as oil is, in tank cars having capacities of 4000 gallons and over. The Leona company owns many of these large tank cars and are shipping in them continually. The containers for less than carload quantities are of various kinds, such as iron drums, which are very much like iron barrels with straight sides of 110 gallons capacity, and carboys of ten gallons capacity, made of glass protected by boxes which completely enclose them. Some acids such as weak sulphuric, nitric and muriatic acids must be shipped only in glass, as they attack iron and most other materials.

The raw material from which sulphuric acid is made is procured from the mines which the company own and operate at Leona Heights.

With sulphuric acid as a base, the manufacture of other commercial acids, such as nitric and muriatic acids, was soon taken up, and then followed the production, one by one, of such industrial chemicals as are used in the arts and manufactory about the bay cities.

Alum and Aluminum Sulphates are being made for use in the manufacture of paper and paints, also in the preparation of leather and as a mordant in dyeing. It is used in large quantities in winter for purifying and clarifying water. It is made from bauxite with sulphuric acid.

Barytes and other salts of barium are produced in large quantities for use in the manufacture of mineral paints, pottery, glass, paper and sugar refining. The crude baryte ore comes from large deposits which this company own at El Portal, the entrance to the Yosemite Valley, from whence it is shipped to the Fifteenth avenue works for grinding and refining. The finished product is a fine, impalpable white powder and has become in such demand that the Leona company plans to erect a larger mill in the future for grinding the ore and manufacturing other salts of barium.

Electrolyte is another of this company's prominent products, used entirely for storage battery purposes. This is a very pure sulphuric acid and the large storage battery companies having signified their approval of Leona's Electrolyte by recently large orders makes this quite an important branch of itself.

It has often been said that the degree of education and advancement which any section achieves is shown by the quantity of chemicals consumed. The magni-

tude and rapid development of the Leona Chemical company's business is therefore another indication of Oakland's rapid and continual advancement.

Leona Quarry—Another important branch of the Leona Chemical company is its crushed rock business. The large number of reinforced concrete buildings which are constantly being erected around the bay and the vast amount of bitumen paving and macadamizing work being done, creates a large demand for crushed rock, making this industry an important one in this section.

The Leona Quarry, located in the hills of Oakland at Leona Heights, directly behind Mills College, was opened twenty years ago and has been in continual operation since that time. The rock quarried is reputed one of the best rocks in California, being a hard, clean, blue trap rock particularly well adapted for both concrete and macadam purposes. During the past year and a half the operating machinery has been completely changed, the old plant having been torn down and new and large equipment installed. These extensive improvements render this the most complete and up-to-date crushing plant on this coast, also one of the largest, having a daily crushing capacity of over 1500 tons.

The rock is quarried by means of gloryholes from the base of which it is fed by gravity directly into trains of cars hauled by electric locomotives out of a tunnel to the crushers. The rock is automatically dumped from the cars into the crushers and is conveyed down hill by means of a twenty-four inch rubber belt conveyor over eighteen hundred feet to screens on the bunkers at the foot of the hill. The company has its own power plant consisting of three double cylinder Doak gas engines, which were manufactured in Oakland. These develop 450 horsepower to drive the generators, compressors, machine drills, crushers, conveyors and screens. The crushed rock is delivered at the bunkers to the California railway, which has direct shipping connections with the Southern Pacific, Western Pacific and Santa Fe railroads, and also with the Oakland Traction and Key Route systems, thus giving varied and far-reaching outlets for the products.

The officers of the Leona Chemical company are prominent business men who represent other large interests on the coast and elsewhere. Mr. F. M. Smith is its president, William L. Locke its vice-president, Dennis Searles its secretary, Roland L. Oliver its general manager, and Harry P. Stow its general superintendent.

ONE OF BERKELEY'S OLDEST CITIES.

Prominently identified in the building up of Berkeley and particularly West Berkeley, is Mr. Charles Hadlen, Sr., who has been a resident of Berkeley for the past thirty-one years. Mr. Hadlen is conducting quite an extensive business at present from his store, located at Ninth street and University avenue, being a dealer in hardware, paints, oils, etc., and also a general line of staple and fancy groceries, and carries an extensive line of hardware. The building is two and one-half stories high, one side being devoted to the grocery line and the other to the hardware. Fair, honest dealings and popularity with his fellow business men has brought him an extensive trade which is gradually increasing. Mr. Hadlen has

ZELLERBACH PAPER COMPANY.

ZELLERBACH PAPER CO.



The Zellerbach Paper company, under the management of H. W. McLean, enjoys the distinction of being the largest paper house in Alameda county.

It is interesting to know that some years ago this remarkable firm occupied very small quarters, and they were looked upon as the "small toad in the big pond." Today they occupy a four-story fireproof brick building at 830-838 Franklin street, where over 40,000 square feet of space are utilized to store their stock of print and wrapping paper, twines, bags, books and stationery.

The policy of the house has always been a liberal one, this fact being in no small degree responsible for its success.

About sixty people are employed by the house to care for its affairs. Ten men are on the road at all times, visiting cities throughout Southern California, Nevada, Arizona and Mexico.

A sample department is operated in conjunction with the business, through which the printers of this locality are constantly kept in touch with everything new and of interest in the paper world.

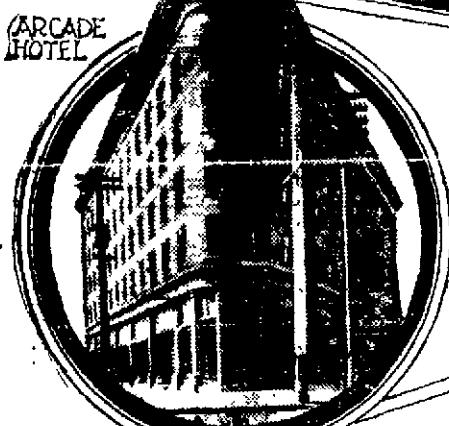
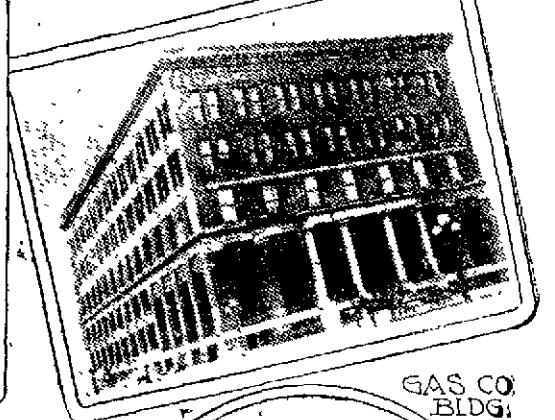
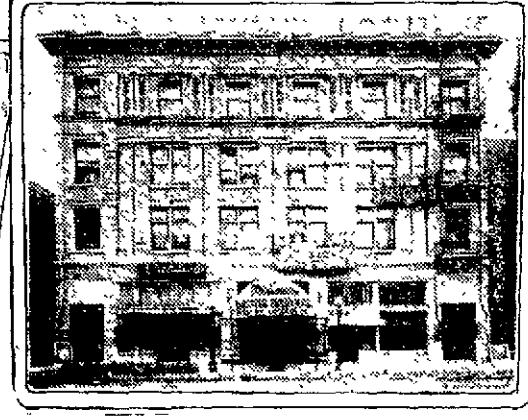
The Zellerbach Paper company of this city is a branch of the Zellerbach Paper company of San Francisco, the largest institution of its kind in the country, barring none. Another branch house is located in the city of Los Angeles.

Many other business interests throughout the country are connected with the Zellerbach company. He took an active part in the champion to further the consolidation of Oakland and Berkeley with the object of Greater Oakland. His precinct carried four to one in favor. The other precincts in West Berkeley were almost the same.

TRIBUNE BLDG.

OPHEUM BLDG.

Y.M.C.A. BLDG.



This group of buildings are but a few of the many on this side of the bay where elevators have been installed by the

Van Emon Elevator Company

Largest Elevator Manufacturing Plant on the Pacific Coast.

High-duty Electric Passenger and Freight Elevators.

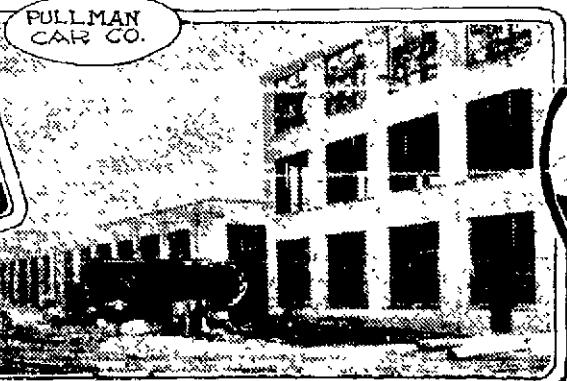
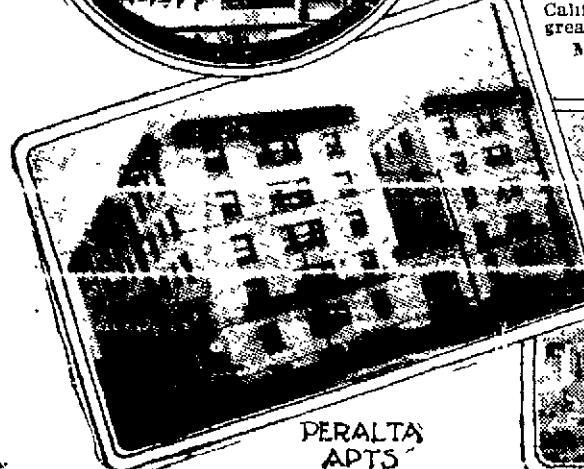
Full Automatic Controlled Passenger and Service Elevators.

Belt Elevators, Hydraulic Lifts, Hand Power Lifts and Dumb Waiters.

Support this local industry—not from any sentimental reasons, but because the Van Emon Elevators have proven their efficiency in the most important cities of the Pacific Coast. They do not assemble Eastern made apparatus, but manufacture every part of their elevator engine and controller right here. They employ many men, and the money paid them in wages and salaries finds its way into the various channels of trade right here. Every stockholder in this company is a Californian, and each one is interested in the upbuilding of our great state in every line of trade.

Machine Shops, Electrical Works and Foundry at West Berkeley, California. General Offices 46-54 Natoma St., San Francisco.

PULLMAN CAR CO.



FOUR TRANSCONTINENTAL ROADS

*Sixteen Hundred and Seven Railroad Trains Each Day Run Into Oakland
Terminals--Ninety Miles of Roads to Handle the Big Freight Traffic*



IXTEEN HUNDRED AND SEVEN—one thousand six hundred and seven trains run into and out of the railroad terminals of Oakland every day. These are the regular scheduled trains. All specials and sections of regular trains must be added to these in order to get the real train movements of the Oakland yards of the five transcontinental lines that converge in Oakland's waterfront.

These figures are convincing proof of the commanding position that Oakland occupies the traffic of the Pacific Coast.

In the above enumeration of trains are included all the suburban and interurban steam and electric trains as well as the freight trains, and passenger trains running on the main lines carry freight and passengers to all parts of the Pacific Coast and all parts of the continent.

There are regularly scheduled ninety-nine passenger and fifty freight trains among these main line trains. One hundred and forty-nine regular scheduled trains on main line runs. How many times these trains come in and go out in two or more sections can only be shown by a scrutiny of the reports of the railroad offices. There are hundreds of such added sections to trains and special trains every month.

Handle Big Freight Traffic.

A conservative estimate puts the average number of freight cars handled in the ordinary freight train on the Oakland divisions of the steam railroads at thirty. Many trains pull into and go out of the Oakland yards on long runs with twice that number of cars trailing behind the huge locomotives.

If only the regular train schedule numbers are counted and the number of cars to each train is estimated at thirty, it is found that the average number of carloads of freight handled by the railroads to and from California connected with the traffic departments of large freight-handling concerns give it as their opinion that 25 per cent should be added to the number of cars stated above in order to make due allowance for the extra trains and sections of regular trains that are run.

The peculiar position that Oakland occupies in the freight handling of this portion of the Pacific Coast makes the work of assembling and dispersing these trains for this point a big factor in Pacific Coast transportation.

There is no other coast city equipped for handling one-half this number of cars and probably Oakland's railroad terminal yards handle, day in and day out, twice as many cars of freight as any other coast city.

With an average of twenty ton. of freight to the car it requires a simple mathematical calculation to show the enormous volume of freight traffic that is handled by these two thousand to twenty-five hundred cars each day.

Heavy Cargoes for Ship and Rail.

A great deal of this freight comes from the interior and is transferred to seagoing ships at Oakland wharves.

A large portion of the loads of these cars come from ships that bring cargoes from up or down the coast, from the islands or the continent across the Pacific. A no inconsiderable portion is made up of products of farms, factories and mills of Oakland and adjacent cities and counties.

The claim is made, with a perfect understanding of the conditions, that Oakland is not only the best equipped city on the coast for handling traffic by rail lines, but that in Oakland there is every day handled more cars of freight than in any other city on the coast.

That the already large amount of freight traffic handled by water routes into and out of Oakland is to be increased is certain, and that the volume of this business is even now not half understood by the outside world, is equally certain.

Oakland 5813

Home 2813

Clark Bros.

Florists

12TH AND CLAY STS., OAKLAND.

Shippers and business men in all branches of trade are coming to know more of Oakland, however, and the facilities for handling traffic here are attracting wider attention now than ever before.

Requirements Are Very Heavy.

The volume of business done by the transportation companies operating these railroads into and out of Oakland is sufficiently remunerative to justify the best provision for handling the traffic. The importance of the business interests involved justify fairness in adjustment of rates and service on a basis of equality with any other shipping point. The advantages of Oakland as a place for economical handling of traffic insures the furnishing of such facilities, rates and service.

The fourteen hundred and fifty-eight suburban and interurban trains that run to and from the ferries and between the stations give a passenger service in addition to the Oakland traction lines that insures the best of rapid and frequent travel between all parts of the city of Oakland and the east bay shore communities, from Richmond to Hayward.

In order that this passenger and freight traffic be handled with proper rapidity the trackage and yard equipment of the Oakland railroads are of the very best.

Big Mileage in City of Oakland.

There is in the yards of the several railroads converging at Oakland approximately ninety miles of track. One railroad, the Southern Pacific, has in its Oakland yards seventy-five miles of tracks.

If this was laid in a single track it would provide a railroad from the outskirts of Oakland nearly to the city limits of Sacramento.

It would provide a double track from the center

of Oakland down the bay shore, across the mountain range and far toward the eastern side of the Livermore valley.

It would provide a track from the central district of Oakland down to Newark, across the Dumbarton cut-off and up the west shore of the bay to San Francisco and leave enough over to make a track to Richmond.

If the total of the rail, tie, bridge, track of all kinds, was known, it would probably be found that the yard tracks of this one system in Oakland represents an outlay of \$7,500,000.

Notwithstanding this equipment of the three transcontinental systems of railroads for handling the business of shippers at Oakland, the companies are all building additional tracks and providing more yards and terminal facilities.

Metals { LINOTYPE
MONOTYPE

ELECTROTYPE } STEREOGRAPH } **Metals**

Metals { BABBITT
SOLDER

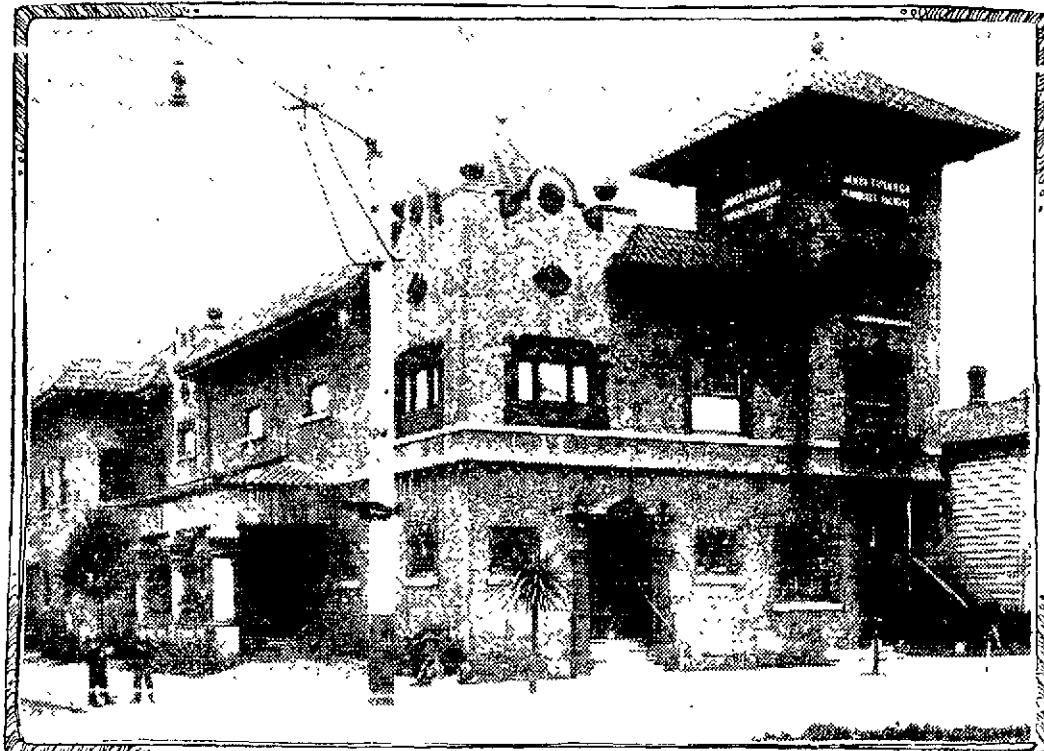
Tin, Lead, Zinc, Copper, Antimony, Bismuth } **Metals**

Sheet Copper, Soldering Coppers, Battery, Zinc, Etc.

Pacific Metal Works

San Francisco, Portland, Los Angeles.

JAMES TAYLOR UNDERTAKING PARLORS.



A Modern Funeral and Embalming Establishment That Adds to the Prestige of Oakland.

There are few undertaking establishments in the United States as artistically and harmoniously arranged, decorated and equipped as that of James Taylor and company of Oakland. As an example of what can be done by men of good taste and judgment in making an undertaking establishment attractive to the public—a place beautiful as a church itself—we take pleasure in presenting a view of this model establishment.

The first-class undertaking and embalming establishments of the present day with their modern methods of business are a distinct advance upon the ordinary methods of burial in the early days of Oakland. Then embalming as an art was only practiced in the cases of the very rich, and caskets and coffins were made entirely by hand and to order at a great expense. Now even the poor may be embalmed at a reasonable cost, and thousands of the most elegant caskets are designed and built annually.

In former days the remains were taken to the grave in wagons or carried by pallbearers with much labor, white shrouds were nearly all homemade, and the representatives and relatives of the deceased had to personally attend to all the details, such as engaging the pastor to conduct the funeral services, make arrangements with the sexton of the graveyards, the undertaker, etc.

Now one has but to place instructions with James Taylor, the leading funeral director and embalmer, whose modern undertaking establishment is one of the most up-to-date in the west, for the care of the remains and the entire funeral arrangements.

Mr. Taylor is prepared to furnish the shroud, funeral car, carriages, flowers, preacher, and, in fact,

attend to all the most minute details attending the last sad rites of interment, and the arrangements are quietly, decorously and systematically attended to. His carriages and horses are second to none in the United States. In this respect this firm is known all over the United States.

The well appointed undertaking parlors of this well known undertaker are operated under his personal direction and management, with the assistance of Mrs. Taylor and a competent corps of licensed embalmers, and are located at the corner of Fifteenth and Jefferson streets.

The James Taylor company has one of the handsomest chapels in California. There are private rooms, private embalming rooms and every possible convenience, all arranged in the most modern, up-to-date manner.

Mr. Taylor's knowledge of the undertaking profession insures the most correct arrangements, and he attends personally to funerals, giving that prompt and careful attention to telegraphic and written instructions that insures the very best of service and attention in all cases.

Having had twenty odd years of practical experience in this profession, Mr. Taylor knows just what is needed at the proper time. His funeral chapel is tastefully fitted up and services may be conducted at all hours to suit the convenience of the family of the deceased.

For the information of the public it might be well to say that Mr. Taylor has not retired from the business as had been planned for January first. On the other hand, he has taken over the interests of his associates and is now the sole owner of the firm.

INDIVIDUAL STORIES OF GREAT PROSPERITY

BIGGEST RETAIL LUMBER FIRM.

As sometimes on a winter's day an acorn shaken from the oak and buffeted by the wind finds lodgment in a cleft, so sometimes by circumstances is an individual transplanted from the place that knew him and finding a congenial location, makes his habitation there, bringing with him the acorn of potentiality, which, warmed by the sunshine of business ability, sustained by the air of application and sprayed with the moisture of energy, makes for the growth of business success.

So, in 1889, Hugh Hogan came to Oakland where, with Thomas P. Hogan, he formed the Humboldt Lumber Company, the acorn from which sprung the Hogan Lumber Company, an oak which stumps of rivalry and competition have not been able to overthrow.

The Hogan Lumber Company is the largest purely retail lumber firm in California. At its yards on Hogan's Wharf is carried a stock of nine million feet of lumber, at the Bruce Lumber and Mill Company, Berkeley, four million feet, and at the Elmhurst Lumber Company, Elmhurst, one million feet.

The trade of the company is spreading through the interior of the state and its unsurpassed location and shipping facilities materially aid in the furtherance of its growth. The superiority of its mill work is becoming proverbial among contractors. Satisfied customers are its best advertisement.

Fair prices, good grades and prompt delivery is its motto, while the \$15,000 a month distributed in pay roll advances the tide of business in the community.

J. EVERDING & COMPANY.

West Berkeley has the only starch factory on the Pacific Coast, this being the factory operated by J. Everding & Co., on Second street, between University avenue and Bristol street. The firm not only does a starch manufacturing business, but has a soap works, grist mill, and is also one of the commission firms of this section of the country. The general office of the company is at 80 Clay street, San Francisco, but all the manufacturing business of the concern is carried on at the West Berkeley factory. At this factory there is a demonstration of the economies possible as the result of modern methods and the latest inventions. Starch is manufactured from wheat. Instead of the by-products being permitted to go into articles practically worthless, they are used in the manufacture of soap. The result is a great saving, the benefit of which is felt by cheaper products to the consumer. The California Wheaten Starch and Soaperine (German granulated soap) are well known in this country. Mill feeds of all kinds are also manufactured, and these articles and grain are handled by the firm. The grist mill, however, is only a side issue, the starch, soap and commission business being the principal activities of the concern.

The factory is a big, modern one. Some of the men employed have been with this company for about



THE PHOENIX IRON WORKS.

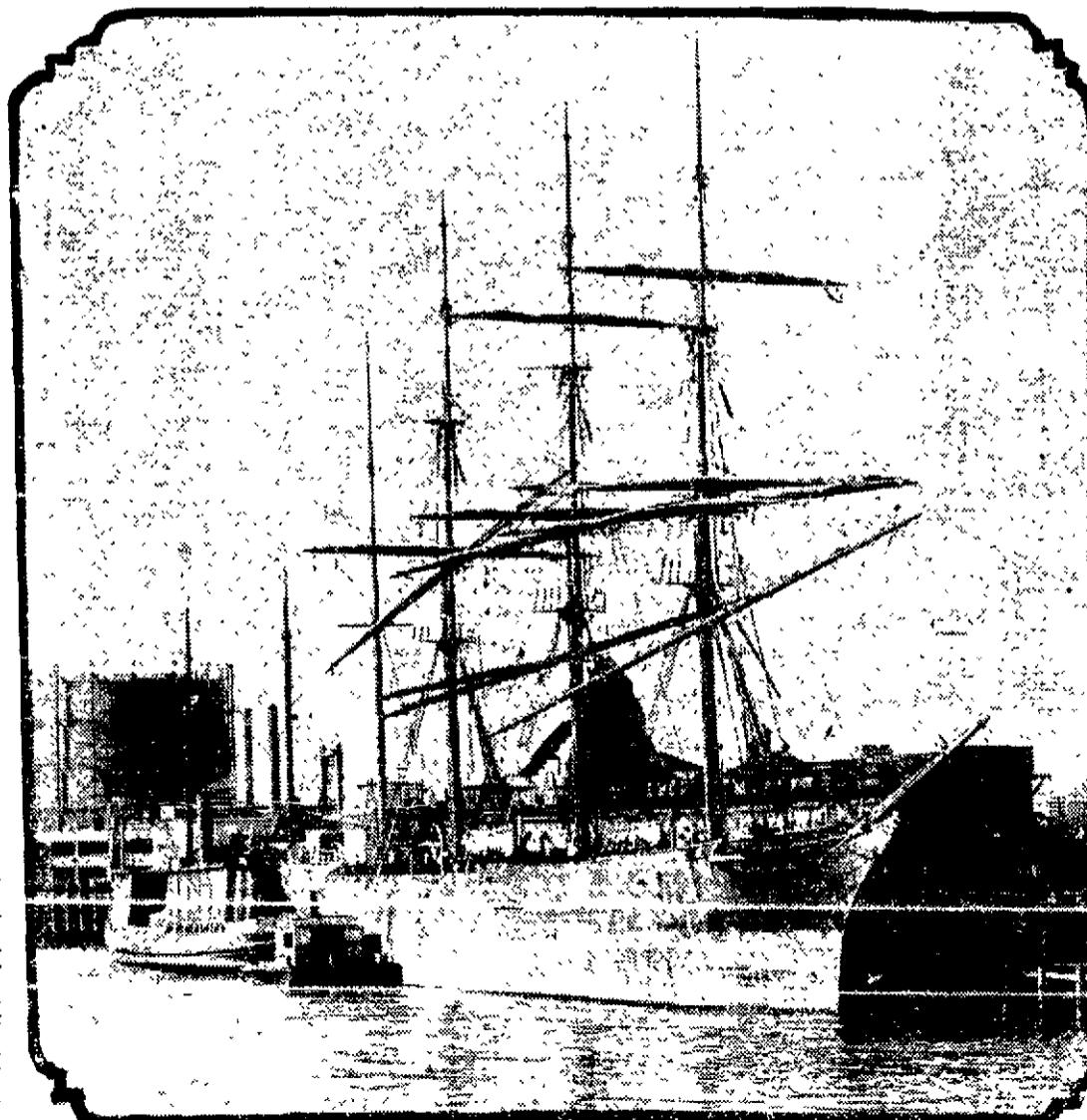
Located on Castro street, from First to Second, occupies one of the best locations for carrying on their business on Oakland harbor front, being also between two main lines of railroad, the Southern Pacific Company on First and the Western Pacific on Third street. The business was established twenty-four years ago by Thomas Henneberry, deceased, and reincorporated in 1901 by the present management, W. L. Russell, president; Dave Guild, vice-president, S. H. Russell, secretary and attorney, under whose management it has grown from a small beginning to its present proportions. The plant is equipped with traveling cranes

and all modern tools for handling work to advantage and with ease and all operated with electric power. Fifty to seventy men are employed and the business is confined mostly to supplying the needs of customers in Oakland, San Francisco and nearby towns, as any attempt to extend operations further away invites ruinous competition with other places on the coast and the east, where labor conditions are more favorable to manufacturing. Their specialty is structural iron, machinery castings, both brass and iron, street and sewer castings, etc., pattern work and rock quarry supplies.

fifty years, which shows the friendly feeling between the men and the company. The business was established in 1851, and is now in full blast, extending over all the Pacific Coast and the district west of the Rockies. They also ship to the Sandwich Islands. The firm has done a great deal toward the industrial development of Berkeley and Alameda county

and is listed among the prominent concerns of the West.

According to the San Francisco City Directory of this concern. He is one of the oldest settlers of Alameda county and today has a list of friends and acquaintances whose names would fill a small directory.



British Bark Drumuir, Discharging Coal at the Pacific Fuel Company's Bunkers

Pacific Fuel Company

Broadway Wharf Oakland

Wholesale Distributors of

**Pelaw Main
Richmond Coal**

Beaver Hill Coal

**Cumberland
(Blacksmith) Coal**

**Colorado Anthracite
Egg Coal**

Rocksprings Coal

**Importers and Dealers in All Foreign and
Domestic Coal and Coke**

Phones:
Oakland 518 A 1518

Wood Charcoal

SOME IMPORTANT BUSINESS FEATURES

"PROGRESSIVE."



The word that is always used, in speaking of the Pacific Freight and Transportation Company, is that they are "Progressive."

There are so many firms in and about Oakland which are progressive that a newspaper man could write about and never get through, but lack of space does not permit. However, among these firms who are the most progressive, is the Pacific Freight and Transportation Company, whose local office is located at the Webster street wharf. This branch is in charge of W. P. Archibald, assistant manager of the company, one of the most efficient and painstaking men in shipping and forwarding business on this side of the bay.

Realizing that Oakland is growing very rapidly, and in order to keep abreast with the times, this firm has purchased four of the well known Gramm Automobile trucks, which are shown in the accompanying cut. In addition to these trucks, several teams are also used in order to take care of the wants of the business men of Oakland, Berkeley, Alameda and other bay cities, which the business men entrust to the care of this firm.

The company's steamers leave Washington street wharf, San Francisco, at 12 m. and 6 p. m. daily, except Sunday, and they leave Webster street, Oakland, for San Francisco, at 7 a. m. and 4 p. m. daily except Sunday.

Captain W. R. Rideout, general manager of the company, says: "I am too modest to say we are the best, the business man is the judge as to whether we rank in first place or not. However, I make it a part of my work to see that everybody is taken care of in good shape and I think I succeed pretty well, for we receive almost no complaints. Our aim is to give the very best of service all the time: that's the reason we installed the automobile system—yes, it is a big expense to start with, but I am sure it will pay in the end. Mr. Kleiber, from whom we bought these new

ALAMEDA RUG WORKS MAKES RAPID STRIDES IN LAST FEW YEARS.

This firm started after the earthquake of 1906, is now growing to giant proportions.

The great majority of big business establishments are the result of small beginnings, with a foundation of hard work, honest product, fair prices and prompt service. Such a policy is sure to win in the long run, and is admirably illustrated in the building up of the Alameda Rug Works. This firm started with but two men in its employ and now has nearly 100 men and women on the pay-roll and has taken all of the FIRST PRIZES offered at the State Fairs since its beginning. It has factories in operation and all running at full ca-

pacity. The main factory is located at 2006 Everett street, Alameda; the second at the San Francisco Rug Works, at 929 Larkin street, San Francisco, and the third, the San Jose Rug Works, at 902-906 South First street, San Jose.

New or old worn-out carpets are taken and made into very serviceable and often times beautiful rugs. Ingram, body and tapestry Brussels, in any condition can be used. Velvet or Moquet if the pile is not too badly worn off can be used. Good rugs at a small cost are made from chenille curtains or table covers. Some of the best rugs are made from woolen rags, cut and sewed. One of the best points in favor of these rugs is that they are reversible, both sides being just alike.

The net results of the policy of this rug firm which has been maintained throughout its history is a large and rapidly increasing trade, which includes every class of people and homes.

The value of nursery stock, flowers, plants, etc., in Alameda county is \$500,000.

That Oakland and its neighboring cities, and Alameda county at large, are feeling the effects of the influences at work and the changes that are taking place is proved conclusively by the records of the office of the county recorder, which shows that during the year ending December 1 there were 43,297 instruments recorded, including marginal releases, as against 40,556 in the same period in 1908-09, or an excess for 1909-1910 of 2741, most of which were transfers of property at materially advanced prices.



The firm of Joseph Pierotti & Sons' Company of 700 Franklin street was established in 1884 in a very humble way and from this small beginning it has grown upon its splendid reputation until now it possesses the largest and best business of its kind in Oakland. They employ twenty skilled men and make a specialty of manufacturing Wagons, Carriages, etc., and do an extensive automobile repairing business.

Cable Address ULCO
A B C Code, Fifth Edition
Pacific Coast Lumberman's
Telephone Code
Western Union Telephone Code
American Lumberman
Telecode

UNION LUMBER COMPANY

Redwood and Pine Lumber

*Railroad Ties, Telegraph Poles, Sawn Grape Stakes
Shingles, Etc.*

Inability to Secure Cars
or Transportation,
Labor Troubles, Strikes, Lock-Outs,
Fire, Flood,
Accident and Other Cause
of Delay Beyond Our
Control to Excuse Performance
of Contract on Our Part.

Crocker Building, San Francisco

THE SHOE INDUSTRY IN OAKLAND.

It is impossible to build up a large city unless a large number of people can find employment. We will have to invite and encourage factories to locate here, which produce articles of daily consumption and which offer steady employment every working day of the year.

There is a movement on foot to encourage home industry, which already has shown good results in other places, and it is high time that Oakland should fall in line.

We have already quite a few factories here, but we have not near enough. Oakland is one of the garden spots of California; we have superior climate and are in a position to give to the workingmen more space for their homes than they can get elsewhere in the world. In addition to this we have the best schools and also splendid fire protection; in fact we have everything that is desirable for comfortable home life.

All we have to do is to try and offer inducements to factories and boost, boost, boost. Our first duty is to encourage home industry and give the preference to goods made in Oakland.

Shortly after the San Francisco fire, the firm of Cahn, Nickeleburg and Co. started manufacturing boots and shoes on the corner of Twelfth and Brush streets. Their factory is equipped with the most modern machinery and they give steady employment to one hundred and twenty-five to one hundred and fifty employees. These are the kind of factories we want here. If the owners are encouraged and find a larger demand for their product, they will naturally employ a larger number of employees.

There are no better shoes made anywhere in the United States than are made in that factory, and there is no reason why our people should not give their shoes the preference.

The same holds good with other articles made in Oakland; let us give them the preference and try to keep our factories busy and thus encourage others to locate here. By doing this we are sure that we will be able to show a population of over three hundred thousand by the time the next census is taken. Everybody can help and must help. We say again, boost, boost, boost.

I. H. CLAY.

I. H. Clay & Company, having offices at 466 Tenth street, is one of the oldest insurance agencies in Oakland and represents the Home Insurance Company of New York, the Westchester Fire Insurance Company Limited of London, all strong companies with enviable reputations for prompt payment of losses and for courteous treatment of claimants. The Fidelity & Casualty Company, Fidelity & Deposit Company and the Union Central Life of Cincinnati are also represented, taking care of the accident and health, bonding and life insurance features of the agency.

Mr. I. Harrison Clay, the head of the firm, is one of Oakland's best assets as a leader of civic matters and publicity work, having been a director of the Chamber of Commerce for several years and having been one of its most successful presidents. Besides his work for Oakland which has taken a great part of his time, he has been president of the Oakland Board of Fire Underwriters (four terms), and is now, and has been since its organization, president of the California State Association of Local Fire Insurance Agents, a body of state wide importance, and which was formed by the Oakland insurance agents, largely upon the inspiration of Mr. Clay. He has been chosen the president of the new Vulcan Fire Insurance Company, being formed of California capital, and which will have its home office in Oakland.

The management of Mr. Clay's agency is in the hands of Mr. Lawrence S. Hotchkiss, who has been associated with him for nearly ten years and that it has been able management is attested by the fact of their steadily growing business, during the last few years while so much of Mr. Clay's time has been generously granted to the insurance business and to Oakland in general.

SOHST CARRIAGE COMPANY.

The Sohst Carriage Co. of this city, whose place of business is located at the corner of Franklin and Eighth streets is one of the manufacturing concerns which is putting forth every effort to deliver only the best goods that money and brains can produce. As a result the volume of the firm's business is increasing very rapidly. The Sohst Carriage Co. was established some fifty odd years ago, during which time it has prospered until today it is recognized as one of the best firms of its kind in the State.

They are equipped for the making and repairing of carriages, wagons and automobiles, springs, bodies and wheels. The firm also makes a specialty of painting and decorating of the most delicate nature. Absolute satisfaction is always assured their patrons.



CHAS. H. EHLERT, Manager

Phones—Berkeley 3225, Home F-2368

Launches—Atlas, Ione, Pirate, Dixie

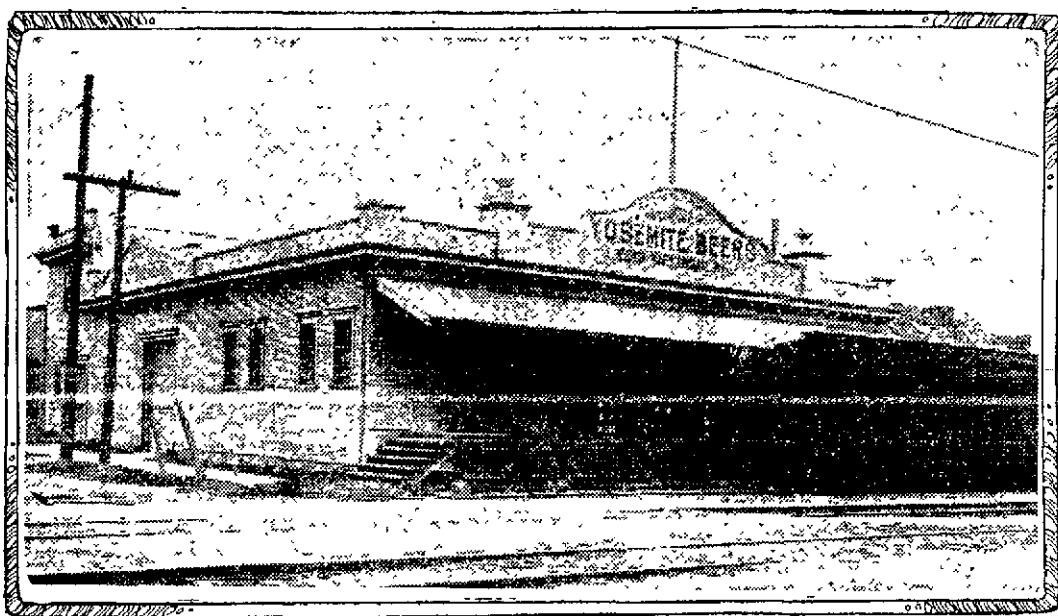
Tugs, Launches and Barges for all kinds of bay and river work, fishing and excursion parties.

OAKLAND LAUNCH AND TUGBOAT CO.

OFFICES—Oakland, City Wharf, foot of Franklin Street. Open day and night.

SAN FRANCISCO, 95 Market Street.
PHONES—OAKLAND, Oakland 5341, Home A-3454
SAN FRANCISCO, J-1765, Kearny 1449.
Night Phone Franklin 4784.

ENTERPRISE BREWING COMPANY'S OAKLAND BRANCH.



The Enterprise Brewing Company's Oakland Branch is located at First and Myrtle streets, where they have a model beer agency plant, covering a large area of ground, with excellent railroad facilities right at hand. They operate five wagons and their handsome teams can be seen in Oakland at all hours during the day.

The brands of the Enterprise Brewing Company are Yosemite Beer, in kegs and bottles, Culmbacher Lager, Red Seal, Malt Extract and Enterprise Porter.

Mr. Fred Westdahl is in charge of the Oakland office, which includes all of Alameda county. Mr. Westdahl started with the Enterprise Brewing Company 12 years ago as bookkeeper, then later he was one of their salesmen in San Francisco, where he showed exceptional ability and was placed in charge of their Oakland agency four years ago. He has resided in Oakland for the past 24 years, is a member of the Masons, Eagles and Foresters, is a favorite among his customers, and most of the company's business is due to his popularity.

QUARRY DEVELOPMENT IN ALAMEDA COUNTY.

It has been a source of grave apprehension on the part of close observers as to where the future supply of building material for our fast growing metropolis is to come from.

The tendency of late among all leading architects and engineers has been towards permanent construction especially in the line of fire-proof buildings and in street paving. Some of our new buildings in course of construction will require many thousands of tons of crushed rock for a single structure. It is necessary that all this rock be of the best quality, both for tensile strength and crushing resistance. It is also very essential that such material be supplied at a minimum cost to the consumer in order to encourage and strengthen this movement for the highest class of permanent construction.

Two of the leading quarries formerly producing large quantities of crushed rock have already been closed to make way for the phenomenal growth of our residence districts and it is surely a question of only a short time when practically all of the other large quarries within the limits of our city will be forced out for the same cause.

If it should become necessary to transport these enormous quantities of crushed rock from outside districts, the added cost of transportation would immediately handicap our building industry, so it is most fortunate indeed for our community that a new quarry has been located in the hills near San Pablo avenue

on the county line, which bids fair to soon become the largest plant producing high grade rock for concrete construction, on the Pacific Coast. It has facilities for deliveries on all four of our railroads, namely, Santa Fe, Southern Pacific, Western Pacific and Key Route.

From extensive surveys the most pleasing fact is that the supply is practically inexhaustible. The rock immediately available on the present quarry level is more than twenty million tons and this quantity can be doubled by merely opening lower levels. The present plant turned out an average of twenty-five to thirty carloads per day all last summer and fall and is now being doubled in order to supply the ever increasing demand for this building material. This remarkable increase in demand we can only fully appreciate when we realize that during the last six months several hundred train loads of this material were brought in from points as far distant as the quarries on the Yosemite Railroad.

The development of this quarry is due to the tireless energies of the Hutchinson Company, general contractors, whose main offices are located at Thirteenth and Franklin streets, Oakland, and who for many years have been identified with many of the largest enterprises that are making Oakland famous. They have just completed for the Southern Pacific Company the beautiful "Fernside Boulevard" which is becoming so popular among our thousands of auto owners.

California-Atlantic Steamship Co.

"THE CANAL LINE"

The new direct independent line between San Francisco, Port Los Angeles and New York, Philadelphia, New Orleans

VIA PANAMA

TIME IN TRANSIT—TWENTY-FIVE TO THIRTY DAYS

Docks at San Francisco, Port Los Angeles, New York, Philadelphia and New Orleans equipped with tracks.

Sailing from Pier 36, San Francisco, December 24th and every other Saturday following.

BATES & CHESEBROUGH

General Agents 418 Merchants' Exchange San Francisco

418 Maritime Building, New York.

455 Pacific Electric Building, Los Angeles.

J. W. CHAPMAN, Traffic Manager, San Francisco

Wickham Havens Incorporated

Entire Top Floor
Oakland Bank of Savings Building

The firm of **Wickham Havens Incorporated** is the largest business organization west of Chicago devoted solely to the development and sale of high class residence properties.

Since January 1st, 1904, this firm has subdivided and sold what now constitute the principal new restricted residence districts of the city of Oakland—properties having a total present value of \$6,300,000.00.

The value of residences erected on these sites subsequent to sale amounted on December 1st, 1910, to \$4,100,000.00.

In the development of this splendid residence section, lying on the gentle slopes of hills encircling the business part of the city, the firm of **Wickham Havens Incorporated** has been instrumental in the creation of several public parks and has built at its own expense streets and boulevards costing \$1,000,000.00. These streets have a total extent of 48 miles.

In this work of transformation a single broad, comprehensive plan of homes, parks and boulevards has been followed out, with the result that, taking into consideration the climate and their wonderful view of San Francisco Bay and the Golden Gate, it is safe to say that these slopes furnish some of the most ideal sites for home in the world.

And owing to the splendid growth of the city of Oakland and the fine situation of these properties close to its center, profits to individual buyers as represented by increase in value subsequent to sale amount already to the very large sum of \$2,100,000.00.

That buyers now will make even greater profits in our selected Oakland realty during the next decade, seems certain, considering the city's wonderful prospects for population growth and for active commercial development.

Wickham Havens Incorporated
Entire Top Floor
Oakland Bank of Savings Building

PROMOTERS OF CALIFORNIA INDUSTRY

SPENDING MILLIONS ON A NEW SYSTEM IN OAKLAND
SCENES ALONG THE SOUTHERN PACIFIC RAIL ROAD

NEW S.P. DEPOT
16TH STREET
OAKLAND

S.P. ELECTRIC
TRACKS
BERKELEY

S.P. POWER
PLANT
OAKLAND

TYPE OF
S.P. ELECTRIC
TRAIN

SCENE IN
YOSEMITE
VALLEY

INTERIOR OF SOUTHERN
PACIFIC OFFICE, OAKLAND

SCENE OF ALAMEDA MOLE CAR HOUSE